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**CANADA**

**DOMINION BUREAU OF STATISTICS**

**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**

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**VARIETY-STORE CHAINS**

**IN**

**CANADA**

**1930**

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Published by Authority of the HON. H. H. STEVENS, M. P.,  
Minister of Trade and Commerce.

OTTAWA  
1934





DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, B.A., F.S.S. (Hon.), F.R.S.C.

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS, 1931.

VARIETY-STORE CHAINS

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## VARIETY-STORE CHAINS

### INTRODUCTION

This report on variety-store chains is one of a series of analyses of chain store operations in Canada, presenting facts obtained in connection with the Census of Merchandising and Service Establishments, which formed part of the Seventh Decennial Census of Canada. The figures given herein cover the trading operations of variety-store chains during 1930.

In addition to the popular 5-and-10, and to-a-dollar stores, there have been included under the classification "variety-store chains" a number of organizations dealing in higher-priced merchandise and occupying an intermediate position between the typical variety store on the one hand and the regular department store on the other. Variety stores are, however, characterized by a number of features not common to the department store. Absence of delivery service, operation on a purely cash basis, the great variety of merchandise carried, and low unit cost are characteristics of variety stores. Prominent location of establishment, display of a great variety of merchandise both in windows and on counters, together with low costs, are counted on as means of sales promotion rather than newspaper advertising or strong selling force on the part of store employees.

During the year 1930, there were 15 different chain organizations operating variety stores in Canada. These chains operated 327 stores and did a total retail business of \$39,383,379. Stocks on hand in the stores at the end of the year (at cost) amounted to \$5,274,738.

### Chains Defined

For this Census, a group of four stores or more, under the same ownership and management and carrying on the same or similar kinds of business, has been classified as a chain. Groups of two or three stores owned and operated by one proprietor or firm have been classified as two- or three-store multiples - not as chains - and are reported under these headings in the provincial general retail reports. Chains have been classified as local, provincial, sectional and national, depending upon the extent of territory in which their branches are located. Local chains are located entirely, or almost so, within the same town or city. Provincial chains have all their branches confined to one province. The units of sectional chains are spread over two or three provinces, while national chains have stores in four provinces or more. In the variety-store field, there were two local chains and eight provincial chains operating in 1930. Together, these two types accounted for only 8.8 per cent of the total sales of all variety chains, while the one sectional chain, together with four national organizations, accounted for the remaining 91.2 per cent.

### Age and Geographic Distribution of Stores

Of the total number of variety-chain stores in operation during 1930, 31, or 9.5 per cent of the total, were opened that year. Of the remainder, 152, or 46.8 per cent, were opened during the four years 1926-1929, and 142, or 43.7 per cent, were in operation prior to 1926. The greatest expansion took place in the year 1929, when 82, or over 25 per cent of the total number, were opened. Of the total number of stores, 152, or 46.5 per cent, were located in Ontario and 101, or 30.9 per cent, were in Quebec. There were 29 stores in the Prairie Provinces, 24 in the Maritimes, and 21 in British Columbia.



### Geographic Distribution of Sales

In Table III, stores and sales are classified by provinces and also by size of city in each province. The number of stores has been given in each case, but it has frequently been found impossible to publish the sales figures without disclosing the sales of individual companies. The amounts, when withheld, have been included in the totals. Out of the total sales of \$39,383,379 made by all variety chains, \$18,408,209, or 46.7 per cent, were made in Ontario, while sales in Quebec amounted to \$9,949,489, or slightly over 25 per cent of the total. Over 45 per cent of all variety chain sales in the Dominion were made in cities of 100,000 population or over, and only about 9 per cent of the total sales were made in places of less than 10,000 population.

### Operating Expenses

In addition to the amounts paid in salaries and wages and rental costs, each firm was asked to report other operating expenses. Other operating expenses include taxes, insurance, maintenance, delivery from stores, stationery and supplies, light, heat, power, interest borrowed for current business operations, and any other operating expense. The cost of goods purchased for resale was, of course, excluded, as well as any items on capital account. Chain store warehouses were considered as wholesale establishments for this Census and have been included in the wholesale reports. Expenses in connection with these warehouses are, therefore, excluded from this report.

Operating expenses of variety chains are analyzed in Table IV. The chains are classified, first, according to the number of units operated and, secondly, according to the average sales per store. For all variety chains, the total operating expense averaged 24.05 per cent of net sales, of which pay-roll amounted to 10.61 per cent, and other operating expenses, including rent, amounted to 13.44 per cent. Two hundred and seventy, out of the 327 variety chain units, were operated in leased premises, for which rental cost was 4.76 per cent of sales made in these premises. When classified on the basis of number of stores operated, it is seen that the lowest expense ratio to sales, 22.15 per cent, was obtained by small chains, each having less than 6 units, and the highest expense ratio, 25.13 per cent, was obtained by a group of 6 chains, each having from 6 to 20 stores. When classified on the basis of average sales per store, it is seen that 6 chains, each having average sales per store of less than \$50,000, had an operating expense ratio of 22.20 per cent, while the highest expense ratio, 25.58 per cent, was obtained by a group of 5 chains, each having average sales per store of from \$50,000 to \$100,000.

### Commodities Sold by Variety Chains

Of the total sales of variety chains in 1930, 15.69 per cent represented the sales of women's, misses', and children's clothing. Dry goods and notions (ribbons, laces, buttons, threads, etc.) accounted for 13.55 per cent, and house furnishings, including china, glassware and crockery and kitchen utensils, accounted for another 10.94 per cent. An analysis of the commodities sold by these chains is given in Table V.

### Middle Range Figures

The expense figures for variety-store chains already stated and shown in Table IV, were obtained by totalling the expense data given for all the chains and

expressing this amount as a percentage of the total sales of the same companies. It will thus be seen that these expense figures are weighted averages where a large chain has been given more weight in determining the ratio for the group than a smaller organization. In Table VI, average figures are given where each chain has been given the same weight, irrespective of its size. The method of obtaining the figures given in this table will be explained.

The total operating expense of each chain (including wage cost, rentals, and other operating expenses) was expressed as a percentage of its total sales. The set of total operating expense percentages thus obtained was then arranged in an array from smallest to largest. This array was divided into three ranges: the lower range, consisting of the first quarter of the figures and therefore including the smallest operating ratios; the upper range, consisting of the last quarter of the figures and including the largest figures; and the middle range, containing the remaining half of the figures. The average of the middle range was then found. In this way, the extremely low and high figures, due to more or less exceptional circumstances, were omitted, and the remaining chains were given equal weight in determining an average operating expense figure. Using this method, the average total operating expense figure is seen from Table VI to be 24.20 per cent of net sales, comparing closely with 24.05 per cent as found by the previous weighted method. Two other figures are also shown in this table under the headings: "Lower Limit of Middle Range" and "Upper Limit of Middle Range". These, of course, are the two figures at either end of the middle range and serve to divide the figures into three sections. That is to say, one-fourth of the chains had a total operating expense of less than 23.2 per cent of sales, one-fourth of the chains had a total operating expense of more than 25.7 per cent of sales, and the remaining half had expense ratios lying between these figures, and the average of these ratios was 24.2. The narrow margin between the two limits of the middle range for total operating expense ratios also shows that the expense figures for these variety chains were fairly well concentrated and the average given is, therefore, representative of the group.

The other figures in this table were obtained in a similar manner to that explained for total operating expense. In order to obtain each of the items mentioned, it was necessary to arrange the chains in a different array, and neither all the high nor all the low figures would be common to the same chains. Therefore, the figures in any one column cannot be related to other figures in the same column, nor can the different expense items be added to obtain the total operating expense ratio shown. However, considering each item independently, it is thought that these middle range figures give a fair indication of variety chain operating results.



Table I

VARIETY-STORE CHAINS

Summary of Variety-Store Chains

Number of chains .....	15
Number of stores .....	327
Net sales (1930) .....	\$39,383,379
Stocks on hand, end of year, at cost .....	\$ 5,274,738
Full-time employees --	
Male .....	930
Female .....	3,824
Salaries .....	\$ 3,668,351
Part-time employees --	
Male .....	54
Female .....	3,214
Salaries .....	\$ 510,835
Total pay-roll reported .....	\$ 4,179,186
All other expenses, including rent .....	\$ 5,292,510
Total operating expenses - per cent to net sales .....	24.05
Number of stores in leased premises .....	270
Rent paid for leased premises .....	\$ 1,543,321
Net sales of stores in leased premises .....	\$32,396,414
Per cent of rent to sales in leased premises .....	4.76

Table II(a)

## VARIETY-STORE CHAINS

Chain Units Classified by Geographic Location and Date of Establishment

Geographic Division	Total units	Per cent of total units	Date of establishment of units					Before 1926	Units whose ages cannot be classified
			1930	1929	1928	1927	1926		
Total, All Divisions .....	327	100.00	31	82	33	22	15	142	2
British Columbia .....	21	6.43	3	6	3	2	-	7	-
Alberta .....	8	2.45	1	2	1	-	-	4	-
Saskatchewan .....	12	3.67	2	3	-	-	-	7	-
Manitoba .....	9	2.75	-	5	-	-	-	4	-
Ontario .....	152	46.48	11	45	16	7	5	68	-
Quebec .....	101	30.89	14	18	9	10	8	40	2
New Brunswick .....	6	1.83	-	2	-	-	1	3	-
Nova Scotia .....	16	4.89	-	-	4	3	1	8	-
Prince Edward Island .....	2	.61	-	1	-	-	-	1	-

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Table II(b) Chain Units Classified by Date of Establishment and Size of Chain

	Total units		Units in chains of -		
	Number	Per cent of total	More than 20 units	6-20 units	Less than 6 units
Total, All Units .....	327	-	241	64	22
Less units which cannot be classified as to age .....	2	-	-	2	-
Units classified as to age .....	325	100.00	241	62	22
All units established -					
1930 .....	31	9.54	14	12	5
1923 .....	82	25.23	55	24	3
1928 .....	33	10.15	20	11	2
1927 .....	22	6.77	15	5	2
1926 .....	15	4.62	8	3	4
Before 1926 .....	142	43.69	129	7	6



Table III

## VARIETY-STORE CHAINS

Stores and Sales, by Provinces and Size of Locality

Province	All Places			Sales in places of -				
	Stores	Per cent of total chain sales		Stores	Over 100,000		Stores	Per cent of total chain sales
		Sales \$			Sales \$			
Canada, Total ..	327	39,383,379	100.00	116	17,891,215	45.43	42	8,314,123
British Columbia .....	21	2,769,698	100.00	9	(X)	(X)	3	543,259
Alberta .....	8	1,708,991	100.00	-	-	-	4	(X)
Saskatchewan .....	12	1,713,792	100.00	-	-	-	5	1,043,372
Manitoba .....	9	1,434,818	100.00	6	(X)	(X)	2	(X)
Ontario .....	152	18,408,209	100.00	41	8,122,040	44.13	13	2,575,891
Quebec .....	101	9,949,489	100.00	60	7,053,930	70.89	8	874,702
New Brunswick .....	6	1,218,140	100.00	-	-	-	3	850,872
Nova Scotia .....	16	(X)	100.00	-	-	-	4	(X)
Prince Edward Island ..	2	(X)	100.00	-	-	-	-	-
<hr/>								
Canada, Total ..	10,000 - 30,000			1,000 - 10,000		Less than 1,000		
	96	3,243,238	23.47	72	(X)	(X)	1	(X)
British Columbia .....	3	252,964	9.13	6	(X)	(X)	-	-
Alberta .....	4	(X)	(X)	-	-	-	-	-
Saskatchewan .....	1	(X)	(X)	6	(X)	(X)	-	-
Manitoba .....	1	(X)	(X)	-	-	-	-	-
Ontario .....	56	5,889,776	31.99	41	(X)	(X)	1	(X)
Quebec .....	24	1,576,299	15.84	9	444,558	4.48	-	-
New Brunswick .....	1	(X)	(X)	2	(X)	(X)	-	-
Nova Scotia .....	4	(X)	(X)	8	(X)	(X)	-	-
Prince Edward Island ..	2	(X)	100.00	-	-	-	-	-

An (X) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Table IV(a)

## VARIETY-STORE CHAINS

## Store Operating Expenses

Chains Classified According to Number of Units Operated.

	Number of chains	Number of units	Net sales (1930)	Per cent of units estab-lished in 1930	Store operating expenses					Rent paid in leased premises per \$100 of sales in such premises	
					Total \$	Per \$100 sales	Pay-roll \$	Per \$100 sales	Other ex-penses, \$100 including rent sales		
Total, All Chains.	15	327	39,383,379	9.48	9,471,696	24.05	4,179,186	10.61	5,292,510	13.44	4.76
Chains having more than 20 units .....	4	241	32,769,203	5.81	7,834,434	23.91	3,438,195	10.49	4,396,239	13.42	4.59
6 - 20 units .....	6	64	5,775,083	18.75	1,451,422	25.13	648,007	11.22	803,415	13.91	5.46
Less than 6 units ....	5	22	839,093	22.73	185,840	22.15	92,984	11.08	92,856	11.07	5.51

Table IV(b)

Chains Classified According to Average Sales per Store.

Total, All Chains.	15	327	\$ 39,383,379	9.48	\$ 9,471,696	24.05	\$ 4,179,186	10.61	\$ 5,292,510	13.44	4.76
Chains having average sales per store of -											
Over \$100,000 .....	4	233	\$ 34,125,123	6.44	\$ 8,164,668	23.93	\$ 3,496,462	10.25	\$ 4,668,206	13.68	4.51
\$50,000 - \$100,000 ..	5	57	\$ 4,127,795	8.77	\$ 1,056,050	25.58	\$ 555,406	13.45	\$ 500,644	12.13	6.56
Less than \$50,000 ...	6	37	\$ 1,130,461	29.73	\$ 250,978	22.20	\$ 127,318	11.26	\$ 123,660	10.94	4.24



Table V

VARIETY-STORE CHAINS

Sales by Commodities

Total Sales, All Chains .....	\$39,383,379
Less amount which cannot be broken down into commodities ....	\$ 1,599,900
Sales further analyzed .....	\$37,783,479
	<u>Per cent</u>
Commodity .....	100.00
Antiques and art goods .....	2.74
Automotive parts and accessories .....	.19
Clothing and furnishings, men's and boys', total .....	3.59
Men's or boys' hats and caps.....	.40
Men's or boys' underwear, hosiery and shirts ..	1.10
All other men's or boys' furnishings .....	.94
Work clothing .....	.38
All other men's or boys' clothing .....	.77
Clothing, women's, misses' and children's, total .....	15.69
Children's wear .....	.05
Millinery .....	1.84
Women's or children's hosiery .....	7.99
Women's or misses' cloaks, suits and dresses ..	2.56
Women's or misses' underwear, corsets, etc. ...	1.57
All other women's, misses' or children's wear- ing apparel (not including shoes or furs) ...	1.68
Dry goods and notions, total .....	13.55
Piece goods .....	1.69
Cotton goods .....	.03
Wool and wool-mixed goods .....	.07
Notions (such as ribbons, laces, embroideries, buttons, threads, parasols, umbrellas, etc.).	11.58
All other dry goods .....	.18
Electric appliances and supplies .....	2.08
Flowers, wreaths, etc. ....	.04
Food and kindred products, total .....	10.57
Bakery products, fresh .....	.13
Beverages, bottled .....	.02
Candy, confectionery and nuts .....	7.50
Fruits and vegetables, fresh .....	.15
Groceries, general line .....	.25
Soda fountain sales and ice cream .....	2.52
Hardware, total .....	8.13
Carpenters' and mechanics' tools .....	.69
All other hardware .....	7.44
House furnishings, total .....	10.94
Draperies, upholstery, cretonnes and curtains .	.04
China, glassware and crockery .....	6.48
Kitchen utensils .....	3.20
Other house furnishings .....	1.22

Table V (Continued) —

VARIETY-STORE CHAINS

Sales by Commodities

Household supplies .....	.38
Infants' wear .....	1.38
Jewellery, silverware, clocks and watches, total .....	3.88
Clocks and watches .....	.06
Rings, other than diamond .....	.07
Plated silverware .....	.07
Sterling silverware .....	.01
Gold and gold-filled jewellery .....	.08
All other jewellery .....	3.59
Leather goods, bill-folds, wallets, purses, etc. ....	.24
Phonographs and records .....	.67
Paints, varnishes, glass and painters' supplies .....	.04
Seeds, bulbs, nursery stock, plants .....	.77
Shoes and other footwear .....	1.28
Stationery, books and magazines, total .....	7.60
Books .....	.34
Magazines and newspapers .....	.34
Writing paper and envelopes, patterns .....	3.14
Paper cups, dishes, napkins, towels, etc. ....	.83
Blank books and loose-leaf books .....	1.34
Fountain pens and pencils .....	.74
All other stationery and stationers' supplies .....	.87
Tires, tubes and tire accessories .....	.13
Toilet articles and preparations .....	7.58
Toys and games .....	5.74
Miscellaneous .....	.42
Receipts from sales of meals .....	2.37

Table VI

Middle Range Figures

	Lower Limit of Middle Range	Average of Middle Range	Upper Limit of Middle Range
Total number of stores .....	5	10	14
Total sales volume of chain .....	\$232,859	\$676,373	\$1,787,325
Average sales per store .....	\$ 39,252	\$ 64,234	\$ 81,242
Per cent of total number of stores opened in 1930 .....	0.00	5.60	20.00
Pay-roll cost per \$100 sales .....	10.13	11.55	12.65
Rental cost per \$100 sales in leased premises .....	4.41	4.92	5.51
Other operating expenses, not including salaries or rent .....	5.96	6.51	7.03
Total operating expense per \$100 sales .....	23.20	24.20	25.70
Average yearly salary per employee ....	\$ 644	\$ 746	\$ 847
Number of employees per \$100,000 sales.	14.10	16.10	18.80

Since each item in this table was obtained independently, the figures in any one column cannot be related to each other, nor can the individual expense items be added to obtain the total expense ratios shown. For explanation on the method of obtaining these figures, see introduction.







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DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Internal Trade Branch

Chief: H. Marshall, B.A., F.S.S.

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS, 1933.

Variety-Store Chains in Canada, 1930-1933

This report is one of a series presenting preliminary figures for the Census of Merchandising and Service Establishments, 1933. The basic figures for the year 1930 were secured from the Census taken in 1931, and the data for the period 1931 to 1933 have been furnished for the Census just concluded.

The preliminary figures of the retail sales of variety chains relate only to chain store organizations and do not cover the business of all stores classified as variety stores. But the results of the Census taken in 1931 show that almost 94 per cent of the total sales of all variety stores during 1930 were made by units of chain organizations so that the present report gives a fairly accurate picture of the trend in business of all variety stores.

A group of stores has been considered as a chain only when four or more stores are under the same ownership or management and carry on the same or similar kinds of business. In 1930, there were 15 variety-store chains located in Canada. These operated 327 stores and had total retail sales during that year of \$39,383,600. In 1933, there were 14 chains of this type and these operated a maximum of 354 stores and had sales of \$32,463,300, or a decrease of 17.57 per cent of the 1930 figure. Representing the total retail sales of variety chains in 1930 by 100, the relative sales during the three succeeding years may be represented by 97.70, 88.50 and 82.43.

In Table II of this bulletin, the chains are analyzed by provinces, but separate figures for each of the Maritime Provinces are withheld in order to avoid revealing operations of individual companies. The greatest decrease in variety chain sales took place in the Maritime Provinces, where the 1933 figure was 75.75 per cent of that for 1930. The smallest decrease was in Alberta, where the 1933 sales were 87.15 per cent of those in 1930.

Of the 15 organizations in operation in 1930, 11 were still reported as chains in 1933. Two of the original 15 chains went out of business during the interval, but the stores were taken over by a going concern or else a new company was formed. The number of stores in the other two 1930 organizations decreased so that they could not be classified as chains in 1933, while two companies, each operating three stores in 1930, increased the number of their units so that they are included in this report.

In answer to an enquiry regarding the number of store employees and managers engaged in these variety stores, a total of 8,091 were reported, of which 1,009 were male and 7,082 were female employees. Of the total number, 4,334 were reported as being on a full-time basis, while the remaining 3,757 were part-time employees.





Variety Chains in Canada, 1930 - 1933

Table I.--Chains, Stores and Total Sales, by Years, 1930 - 1933

	1930	1931	1932	1933
Number of chains .....	15	14	14	14
Number of stores .....	327	340	348	354
Total Sales .....	\$39,383,300	\$38,476,700	\$34,853,500	\$32,463,300
Chain sales index, 1930 = 100 .....	100.00	97.70	88.50	82.43

Table II.--Chains, Stores and Sales, by Provinces, 1930 and 1933 Compared

		1930	1933
Canada, Total -	Chains	15	14
	Stores	327	354
	Sales.	\$39,383,300	\$32,463,300
	Chain sales index, 1930 = 100	100.00	82.43
British Columbia --	Chains	3	3
	Stores	21	21
	Sales.	\$ 2,769,700	\$ 2,233,300
	Chain sales index, 1930 = 100	100.00	80.63
Alberta --	Chains	3	3
	Stores	8	9
	Sales.	\$ 1,708,900	\$ 1,489,300
	Chain sales index, 1930 = 100	100.00	87.15
Saskatchewan --	Chains	3	3
	Stores	12	12
	Sales.	\$ 1,713,800	\$ 1,366,400
	Chain sales index, 1930 = 100	100.00	79.73
Manitoba --	Chains	4	4
	Stores	9	9
	Sales.	\$ 1,434,800	\$ 1,150,600
	Chain sales index, 1930 = 100	100.00	80.19
Ontario --	Chains	9	12
	Stores	152	174
	Sales.	\$18,408,300	\$15,518,400
	Chain sales index, 1930 = 100	100.00	84.30
Quebec --	Chains	11	9
	Stores	101	105
	Sales.	\$ 9,949,700	\$ 8,131,000
	Chain sales index, 1930 = 100	100.00	81.72
Maritime Provinces --	Chains	3	3
	Stores	24	24
	Sales.	\$ 3,398,400	\$ 2,574,300
	Chain sales index, 1930 = 100	100.00	75.75

Table III.--Chains, Stores, Employment and Wage Facts, Sales and Stocks, During 1933

Number of chains .....	14
Number of stores .....	354
Store employees and wages (including part-time) --	
Male .....	1,009
Female .....	7,082
Wages .....	\$ 4,032,400
Total Sales, 1933 .....	\$32,463,300
Stocks on hand, end of year, at cost .....	\$ 4,796,600





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## CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS, 1934.

VARIETY-STORE CHAINS IN CANADA, 1934

This report, presenting preliminary figures for the Census of Merchandising and Service Establishments, shows that there were 14 variety-store chains operating in Canada in 1934. These 14 chain companies operated 372 stores and had total net sales of \$35,646,500. In 1933 there were also 14 chains which operated 356 stores with total sales of \$33,348,600. Thus, while the number and identity of the chains remained the same during the two years, there was a slight increase in the number of stores operated, while total chain sales in 1934 increased by 6.89 per cent over the 1933 figure.

Part of the increase in chain sales in 1934 over 1933 is due, of course, to the increase in number of stores. Average sales per store in 1933, based upon the total sales and average number of units operated throughout the year, were \$95,829. Average sales per store in 1934 were \$99,018, or an increase of 3.32 per cent over the 1933 average.

Comparative figures are also given for each of the years from 1930 to 1934 and show that if variety chain sales for 1930 be represented by 100 the total chain sales in the following years may be represented by 98.79 for 1931, 90.08 for 1932, 84.68 for 1933, and 90.51 for 1934. Variety chain sales in 1934 were thus slightly above the 1932 level.

Increases in variety chain sales in 1934 over 1933 occurred in all provinces or divisions for which figures are shown. The greatest percentage increase (16.33 per cent) took place in the Maritime Provinces and the smallest (3.14 per cent) in Quebec. As might be expected, the greatest percentage increase occurred in the division in which the decline during the preceding years had been greatest, variety chain sales in the Maritime Provinces for 1933 being 24.25 per cent below the figure reported for 1930. The various divisions or provinces arranged in order of percentage increases in sales in 1934 over 1933, together with these percentage increases, are as follows: Maritime Provinces, 16.33 per cent; Manitoba, 8.40 per cent; Ontario, 7.75 per cent; Saskatchewan, 6.33 per cent; British Columbia, 4.58 per cent; Alberta, 4.33 per cent; and Quebec, 3.14 per cent.

The 14 chains with 372 stores operating in 1934 required the services of 7,483 employees, of whom 1,166 were male and 6,317 were female. Total salaries and wages paid to these employees amounted to \$3,908,100, but, since both those engaged on a full-time and part-time basis are included, these figures do not provide a basis for obtaining the average earnings of either a full-time or part-time employee.





Table I.--Number of Chains, Stores and Total Sales, by Years, 1930 - 1934

	1930	1931	1932	1933	1934
Number of chains.	15	14	14	14	14
Number of stores-					
Maximum.	327	340	348	356	372
Average.	313	329	339	348	360
Total Sales .....	\$39,383,600	38,906,700	35,474,800	33,348,600	35,646,500
Chain sales index (1930 = 100) ..	100.00	98.79	90.08	84.68	90.51
Percentage change in sales from preceding year.	-	- 1.21	- 8.82	- 5.99	+ 6.89

Table II.--Chains, Stores and Sales, by Provinces,  
1930, 1933 and 1934 Compared

	1930	1933	1934	Percentage Change in Sales 1933 - 1934
CANADA, Chains.....	15	14	14	
TOTAL -- Stores(maximum)	327	356	372	
Sales .....	\$39,383,600	33,348,600	35,646,500	+ 6.89
British Columbia- Chains .....	3	3	3	
Stores(maximum)	21	21	21	
Sales .....	\$ 2,769,700	2,301,300	2,406,600	+ 4.58
Alberta - Chains .....	3	3	3	
Stores(maximum)	8	9	9	
Sales .....	\$ 1,708,900	1,557,200	1,624,700	+ 4.33
Saskatchewan - Chains .....	3	3	3	
Stores(maximum)	12	12	13	
Sales .....	\$ 1,713,800	1,379,900	1,467,200	+ 6.33
Manitoba - Chains .....	4	4	4	
Stores(maximum)	9	9	9	
Sales .....	\$ 1,434,800	1,191,400	1,291,500	+ 8.40
Ontario - Chains .....	9	12	12	
Stores(maximum)	152	176	181	
Sales .....	\$18,408,300	15,917,900	17,151,100	+ 7.75
Quebec - Chains .....	11	9	10	
Stores(maximum)	101	105	109	
Sales .....	\$ 9,949,700	8,280,600	8,541,000	+ 3.14
Maritime Provinces- Chains .....	3	3	4	
Stores(maximum)	24	24	30	
Sales .....	\$ 3,398,400	2,720,300	3,164,400	+16.33

Table III.--Number of Chains, Stores, Employment and Wage Facts,  
Sales and Stocks, 1934

Number of chains .....	14
Number of stores .....	372
Store employees and wages (including part-time) --	
Male .....	1,166
Female .....	6,317
Salaries and wages ...	\$ 3,908,100
Total Sales, 1934 .....	\$35,646,500
Stocks on hand in retail stores, end of year, at cost .	\$ 4,659,600



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Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Internal Trade Branch  
Chief: H. Marshall, B.A., F.S.S.

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS, 1935.

Variety-Store Chains in Canada, 1935  
(Preliminary)

The upward trend in variety chain store business, in evidence since the spring of 1933, was continued in 1935 when 14 chain companies with 390 individual stores had aggregate sales of \$37,914,000. This amount represents an increase of 6.4 per cent in value over the \$35,646,500 recorded for 1934 and is only 3.7 per cent below the amount of business transacted by variety-store chains in 1930, the first year for which complete data are available. Although the number of variety chain companies has remained constant at 14 for several years, a moderate but continuous expansion in the number of units operated has taken place, especially among the smaller firms. There were 327 units of variety-store chains operating in 1930; by 1934 the number had increased to 372, and in 1935 there was a further increase to 390 stores. Expansion in number of chain units occurred chiefly in Ontario and in the Maritime Provinces. A slight decrease in number was registered in Quebec while in the other provinces there was little change.

All provinces recorded increased sales in 1935 as compared with the preceding year, the increases ranging from 1.4 per cent in Quebec to 15.2 per cent in the Maritime Provinces. Increased sales in the Maritime Provinces were due entirely to an increase in number of stores, a slight decrease in average sales per store being recorded.

Ten of the fourteen chains confined their operations to either Ontario or Quebec or to these two provinces together; only four companies operated in the Western or Maritime Provinces.

Store employees (including both full-time and those on a part-time basis) averaged 8,813 in 1935 and, of this number, 1,231 were male and 7,582 were female. Salaries and wages paid these employees amounted to \$4,889,300. Corresponding data for 1934 show that in that year there were 1,166 male and 6,317 female employees to whom \$3,908,100 were paid in salaries and wages.

Stocks on hand in the stores at the end of 1935 (at cost or replacement value) amounted to \$5,184,800 as compared with \$4,659,600 at the close of the preceding year.





Table I.--Number of Variety Chains, Stores and Total Sales,  
by Years, 1930 - 1935

	1930	1932	1933	1934	1935
Number of chains .	15	14	14	14	14
Number of stores--					
Maximum .....	327	348	356	372	390
Average(1) ..	313	339	348	360	377
Total Sales .....	\$39,383,600	35,474,800	33,348,600	35,646,500	37,914,000
Chain sales index (1930 = 100).	100.0	90.1	84.7	90.5	96.3
Percentage change in sales from preceding year .	-	- 8.8	- 6.0	+ 6.9	+ 6.4

(1) Obtained by averaging the numbers at beginning, middle and end of year.

Table II.--Chains, Stores and Sales, by Provinces and Years

		1930	1934	1935	Percentage Change in Sales, 1934 - 1935
CANADA,	Chains .....	15	14	14	
TOTAL --	Stores(maximum)	327	372	390	
	Sales .....	\$39,383,600	35,646,500	37,914,000	+ 6.4
British	Chains .....	3	3	3	
Columbia -	Stores(maximum)	21	21	22	
	Sales .....	\$ 2,769,700	2,406,800	2,583,800	+ 7.4
Alberta -	Chains .....	3	3	3	
	Stores(maximum)	8	9	9	
	Sales .....	\$ 1,708,900	1,624,700	1,676,900	+ 3.2
Saskatchewan-	Chains .....	3	3	3	
	Stores(maximum)	12	13	13	
	Sales .....	\$ 1,713,800	1,467,200	1,533,000	+ 4.5
Manitoba -	Chains .....	4	4	4	
	Stores(maximum)	9	9	10	
	Sales .....	\$ 1,434,800	1,291,500	1,341,800	+ 3.9
Ontario -	Chains .....	9	12	12	
	Stores(maximum)	152	181	195	
	Sales .....	\$18,408,300	17,151,100	18,476,400	+ 7.7
Quebec -	Chains .....	11	10	10	
	Stores(maximum)	101	109	106	
	Sales .....	\$ 9,949,700	8,541,000	8,658,100	+ 1.4
Maritime	Chains .....	3	4	4	
Provinces -	Stores(maximum)	24	30	35	
	Sales .....	\$ 3,398,400	3,164,400	3,644,000	+15.2

Table III.--Number of Chains, Stores, Employment and Wage Facts,  
Sales and Stocks, 1935

Number of chains .....	14
Number of stores (maximum) .....	390
Store employees and wages (including part-time) --	
Male .....	1,231
Female .....	7,582
Salaries and wages ...	\$ 4,889,300
Total Sales, 1935 .....	\$37,914,000
Stocks on hand in retail stores, end of year, at cost .	\$ 5,184,800





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Internal Trade Branch  
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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Variety Store Chains in Canada, 1936

(Preliminary)

The development of the variety store chain in the Canadian retail distributive system continues. Although the number of chain companies in this field has not altered in recent years, a slow but steady growth in the number of unit stores per chain has taken place resulting in the \$41,422,100 sales of 14 chains with 414 stores in 1936, exceeding by 5 per cent the amount recorded for 15 chains with 327 stores in 1930, the earliest year for which complete statistics are available. The increase in value of variety chain business over 1930 is due entirely to the expansion in number of outlets. Average sales per store last year were still 17 per cent lower than in the earlier period. A comparison between 1936 and 1935 reveals an increase of 9 per cent in value of variety chain sales, this increase being due partially to an increase in number of stores and also to a 4 per cent increase in average sales per store.

All provinces shared in the increase over 1935. The Maritime Provinces made the best showing in this respect with a gain of 16 per cent. British Columbia and Saskatchewan came next, each with a gain of 15 per cent. Other provinces, in order of percentage increases, are: Manitoba, 10 per cent; Ontario, 9 per cent; Quebec, 6 per cent, and Alberta, 3 per cent. Variety chain sales were higher last year than in 1930 in all provinces except Quebec, where they were still down by 8 per cent.

Store employees (including both full-time and part-time) numbered 1,370 male and 8,874 female for 1936 compared with 1,231 male and 7,582 female for 1935. Salaries and wages paid to these persons totalled \$5,331,300 last year, an increase of 9 per cent over the corresponding figure for 1935.

Stocks on hand in the retail stores were valued at \$5,880,900 at the end of 1936 compared with \$5,184,800 at the end of the preceding year.



Table I.--Number of Variety Chains, Stores and Total Sales, by Years,

	1930	1933	1934	1935	1936
Number of chains .....	15	14	14	14	14
Number of stores -					
Maximum .....	327	356	372	390	414
Average(1) .....	313	348	360	377	396
Total sales .....	\$39,383,600	\$33,348,600	\$35,646,500	\$37,914,000	\$41,422,100
Chain sales index (1930 = 100)	100.0	84.7	90.5	96.3	105.2
Percentage change in sales from preceding year .....	-	-6.0	+6.9	+6.4	+9.3

1) Obtained by averaging the numbers at beginning, middle and end of year.

Table II.--Chains, Stores and Sales, by Provinces and Years

		1930	1935	1936	Percentage Change in Sales, 1935-1936
CANADA, TOTAL -	Chains .....	15	14	14	
	Stores (maximum)	327	390	414	
	Sales .....	\$39,383,600	\$37,914,000	\$41,422,100	+ 9.3
British Columbia -	Chains .....	3	3	3	
	Stores (maximum)	21	22	22	
	Sales .....	\$ 2,769,700	\$ 2,583,800	\$ 2,958,400	+14.5
Alberta -	Chains .....	3	3	3	
	Stores (maximum)	8	9	9	
	Sales .....	\$ 1,708,900	\$ 1,676,900	\$ 1,731,700	+ 3.3
Saskatchewan -	Chains .....	3	3	3	
	Stores (maximum)	12	13	15	
	Sales .....	\$ 1,713,800	\$ 1,533,000	\$ 1,755,800	+14.5
Manitoba -	Chains .....	4	4	4	
	Stores (maximum)	9	10	10	
	Sales .....	\$ 1,434,800	\$ 1,341,800	\$ 1,475,100	+ 9.9
Ontario -	Chains .....	9	12	12	
	Stores (maximum)	152	195	210	
	Sales .....	\$18,408,300	\$18,476,400	\$20,067,900	+ 8.6
Quebec -	Chains .....	11	10	10	
	Stores (maximum)	101	106	109	
	Sales .....	\$ 9,949,700	\$ 8,658,100	\$ 9,196,200	+ 6.2
Maritime Provinces -	Chains .....	3	4	5	
	Stores (maximum)	24	35	39	
	Sales .....	\$ 3,398,400	\$ 3,324,000	\$ 4,235,000	+16.2

Table III.--Number of Chains, Stores, Employment and Wage Facts, Sales and Stocks, 1936

Number of chains .....	14
Number of stores (maximum) .....	414
Store employees and wages (including part-time) -	
Male .....	1,370
Female .....	8,874
Salaries and wages ....	\$ 5,331,300
Total sales, 1936 .....	\$41,422,100
Stocks on hand in retail stores, end of year, at cost	\$ 5,880,900





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Internal Trade Branch

Chief: H. Marshall, B.A., F.S.S.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Variety Store Chains in Canada, 1937.

(Preliminary)

There were 14 variety store chains in Canada during 1937 with 437 stores and \$46,323,400 sales, the latter amount showing an increase of 11.8 per cent over the preceding year, when the same number of chains operated 414 stores with sales of \$41,422,100. Although a portion of this increase in annual turnover is accounted for by the addition of 23 stores or units, there was also an increase in the average sales per store from \$104,600 in 1936 to \$109,800 in 1937, a gain of approximately 5 per cent. In 1930 there were 15 chains with 327 stores and \$39,383,600 sales. The index of variety chain sales, which during the years 1931 to 1935 inclusive was below the 1930 level, was 17.6 points higher in 1937 than in 1930.

The provincial percentage increases of variety chain sales in 1937 over 1936 in order of their importance are as follows: Nova Scotia, 17.6 per cent; Quebec, 15.5 per cent; Ontario, 11.8 per cent; New Brunswick, 11.2 per cent; British Columbia, 7.4 per cent; Alberta, 7.1 per cent; Manitoba, 6.2 per cent; Saskatchewan, 4.6 per cent; and Prince Edward Island, 3.6 per cent.

Although the variety store chain is still typically an urban development, recent years have witnessed a considerable expansion of this type of retail outlet in the smaller cities and towns. Of the 414 variety chain units in Canada in 1936, 177 were in places of more than 30,000 population and these accounted for 61.3 per cent of the total sales while the remaining 237 units were in the smaller centres and accounted for 38.7 per cent of the total business. But of the 23 units added in 1937, only 4 were in the larger cities, while 19 were in places under 30,000 population, and while sales for the larger cities increased 9.6 per cent compared with 1936, the increase for smaller localities was considerably greater, amounting to 15.4 per cent.

Salaries and wages paid during the year 1937 amounted to \$5,832,000 compared with \$5, 331,300 in the preceding year, a gain of 9.4 per cent. The value of stocks on hand in retail stores at the end of 1937 was reported as \$6,234,100, while in 1936 the corresponding amount was \$5,880,900.



Table I.--Number of Variety Chains, Stores and Total Sales, by Years.

1930 and 1934 - 1937

	1930	1934	1935	1936	1937
Number of chains .....	15	14	14	14	14
Number of stores -					
Maximum .....	327	372	390	414	437
Average(1) .....	513	560	377	396	422
Total sales .....	\$39,383,600	\$35,646,500	\$37,914,000	\$41,422,100	\$46,323,400
Chain sales index (1930=100) ..	100.0	90.5	96.3	105.2	117.6
Percentage change in sales from preceding year .....	-	+6.9	+6.4	+9.3	+11.8

(1) Obtained by averaging the numbers at beginning, middle and end of year.

Table II.--Chains, Stores and Sales, by Provinces and Years, 1930, 1936 and 1937.

		1930	1936	1937	Percentage Change in Sales, 1936-1937
CANADA, TOTAL -	Chains .....	15	14	14	
	Stores (maximum) .....	327	414	437	
	Sales .....	\$39,383,600	\$41,422,100	\$46,323,400	+ 11.8
British Columbia -	Chains .....	3	3	3	
	Stores (maximum) .....	21	22	22	
	Sales .....	\$ 2,769,700	\$ 2,958,400	\$ 3,176,000	+ 7.4
Alberta -	Chains .....	3	3	3	
	Stores (maximum) .....	8	9	9	
	Sales .....	\$ 1,708,800	\$ 1,731,700	\$ 1,854,600	+ 7.1
Saskatchewan -	Chains .....	3	3	3	
	Stores (maximum) .....	12	15	16	
	Sales .....	\$ 1,713,800	\$ 1,755,800	\$ 1,836,800	+ 4.6
Manitoba -	Chains .....	4	4	4	
	Stores (maximum) .....	9	10	10	
	Sales .....	\$ 1,434,800	\$ 1,475,100	\$ 1,566,200	+ 6.2
Ontario -	Chains .....	9	12	12	
	Stores (maximum) .....	152	210	225	
	Sales .....	\$18,408,300	\$20,067,900	\$22,441,700	+ 11.8
Quebec -	Chains .....	11	10	11	
	Stores (maximum) .....	101	109	112	
	Sales .....	\$ 9,949,700	\$ 9,198,200	\$10,621,500	+ 15.5
Maritime Provinces -	Chains .....	3	5	5	
	Stores (maximum) .....	24	39	43	
	Sales .....	\$ 3,398,400	\$ 4,235,000	\$ 4,826,600	+ 14.0

Table III.--Number of Chains, Stores, Total Sales, Average Sales per Store,  
Salaries and Wages and Stocks, 1937

Number of chains .....	14
Number of stores -	
Maximum .....	437
Average .....	422
Total sales, 1937 .....	\$46,323,400
Average sales per store .....	\$ 109,800
Salaries and wages paid during year ..	\$ 5,832,000
Stocks on hand in retail stores, end of year, at cost .....	\$ 6,234,100





Table 4.--Variety Chain Stores and Sales by Provinces and Principal Cities, 1936 and 1937

Province and City	Number of Stores (Maximum)		Value of Sales		Per cent of Change
	1936	1937	1936	1937	
			\$	\$	
CANADA, Total .....	414	437	\$41,422,100	\$46,323,400	+ 11.8
Places 30,000 and over, total .....	177	181	25,384,800	27,815,100	+ 9.6
Places under 30,000, total .....	237	256	16,037,300	18,508,300	+ 15.4
British Columbia, Total .....	22	22	2,958,400	3,176,000	+ 7.4
Places 30,000 and over, total .....	12	12	2,160,600	2,309,300	+ 6.9
Vancouver .....	9	9	1,643,200	1,762,600	+ 7.3
Victoria .....	3	3	517,400	546,700	+ 5.7
Places under 30,000, total .....	10	10	797,800	866,700	+ 8.6
Alberta, Total .....	9	9	1,731,700	1,854,600	+ 7.1
Places 30,000 and over, total .....	5	5	1,349,700	1,459,200	+ 8.1
Calgary .....	3	3	(x)	(x)	(x)
Edmonton .....	2	2	(x)	(x)	(x)
Places under 30,000, total .....	4	4	382,000	395,400	+ 3.5
Saskatchewan, Total .....	15	16	1,755,800	1,836,800	+ 4.6
Places 30,000 and over, total .....	5	6	1,033,800	1,126,600	+ 9.0
Regina .....	2	3	(x)	639,700	(x)
Saskatoon .....	3	3	(x)	486,900	(x)
Places under 30,000, total .....	10	10	722,000	710,200	- 1.6
Manitoba, Total .....	10	10	1,475,100	1,566,200	+ 6.2
Winnipeg .....	6	6	(x)	(x)	(x)
Places under 30,000, total .....	4	4	(x)	(x)	(x)
Ontario, Total .....	210	225	20,067,900	22,441,700	+ 11.8
Places 30,000 and over, total .....	67	71	10,922,800	11,842,300	+ 8.4
Brantford .....	4	5	(x)	(x)	(x)
Hamilton .....	8	8	1,888,400	1,992,900	+ 5.5
Kitchener .....	5	5	561,000	597,700	+ 6.5
London .....	4	4	1,325,600	1,343,400	+ 1.3
Ottawa .....	10	11	2,026,200	2,119,200	+ 4.6
Toronto .....	34	35	4,076,900	4,451,100	+ 9.2
Windsor .....	2	3	(x)	811,600	(x)
Places under 30,000, total .....	143	154	9,145,100	10,599,400	+ 15.9
Quebec, Total .....	109	112	9,198,200	10,621,500	+ 15.5
Places 30,000 and over, total .....	74	73	7,006,700	8,011,400	+ 14.3
Montreal* .....	51	51	4,398,600	5,097,400	+ 15.9
Quebec .....	14	13	1,743,700	1,951,600	+ 11.9
Three Rivers .....	5	5	588,800	672,900	+ 14.3
Verdun .....	4	4	275,600	289,500	+ 5.0
Places under 30,000, total .....	35	39	2,191,500	2,610,100	+ 19.1
New Brunswick, Total .....	16	16	1,697,100	1,887,800	+ 11.2
St. John .....	4	4	851,200	884,900	+ 4.0
Places under 30,000, total .....	12	12	845,900	1,002,900	+ 18.6
Nova Scotia, Total .....	20	24	2,205,900	2,594,800	+ 17.6
Halifax .....	4	4	(x)	(x)	(x)
Places under 30,000, total .....	16	20	(x)	(x)	(x)
Prince Edward Island, Total ..	3	3	332,000	344,000	+ 3.6

An (x) indicates that figures are withheld to avoid disclosing individual operations.

\* Includes Greater Montreal, except Verdun, for which separate figures are shown.



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DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
OTTAWA, CANADA

Dominion Statistician:	R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch:	Herbert Marshall, B.A., F.S.S.
Statistician:	A.C. Steedman, B.A.

Price, 10 cents

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Variety Store Chains in Canada, 1938

Sales of variety store chains in Canada aggregated \$47,256,700 in 1938, up 2 per cent over the preceding year and 20 per cent higher than the amount recorded for 1930, the first year for which complete data are available. The gain over 1937 was due to an expansion in the number of stores in operation rather than to any increase in the average annual turnover of continuing units. There were 16 chain companies operating in Canada in 1938 with a total of 468 stores. In 1937 there were 14 chain companies with 437 stores while in 1930 there were 15 chains with 327 stores. Annual turnover per unit store averaged \$106,000 for 1938, down approximately 3 per cent from the average for 1937. Stocks on hand in stores and warehouses at cost amounted to \$7,166,500 at the close of 1938, practically unchanged from the \$7,181,000 recorded for the preceding year.

Sales in Saskatchewan declined 2 per cent below 1937; sales in Ontario were unchanged, while all other regions registered increases: 2 per cent in the Maritimes, Manitoba and British Columbia, 5 per cent in Quebec and 10 per cent in Alberta. Percentage changes in sales between 1937 and 1938 for some of the larger cities are as follows: Vancouver, +3 per cent; Regina, unchanged; Toronto, +2 per cent; Hamilton, -4 per cent; Ottawa, -3 per cent; Montreal, +2 per cent. Figures for a number of the larger centres are given in the attached tables. In some instances figures are withheld to avoid disclosing individual operations.

Table I.--Number of Variety Chains, Stores and Total Sales, by Years,  
1930 and 1935 - 1938

	1930	1935	1936	1937	1938
Number of Chains .....	15	14	14	14	16
Number of stores -					
Maximum .....	327	390	414	437	468
Average(1) .....	313	377	396	422	446
Total sales .....	\$39,383,600	\$37,914,000	\$41,422,100	\$46,323,400	\$47,256,700
Chain sales index (1930=100) .....	100.0	96.3	105.2	117.6	120.0
Percentage change in sales from preceding year .....	-	+6.4	+9.3	+11.8	+2.0

(1) Obtained by averaging the numbers at beginning, middle and end of year.





Table II.--Chains, Stores and Sales, by Provinces and Years, 1930, 1937 and 1938

		1930	1937	1938	Percentage Change in Sales 1937-1938
CANADA, TOTAL -	Chains .....	15	14	16	
	Stores (maximum)	327	437	468	
	Sales .....	\$39,383,600	\$46,323,400	\$47,256,700	+ 2.0
British Columbia -	Chains .....	3	3	3	
	Stores (maximum)	21	22	22	
	Sales .....	\$ 2,769,700	\$ 3,176,000	\$ 3,250,500	+ 2.3
Alberta -	Chains .....	3	3	4	
	Stores (maximum)	8	9	12	
	Sales .....	\$ 1,708,900	\$ 1,854,600	\$ 2,046,900	+ 10.4
Saskatchewan -	Chains .....	3	3	3	
	Stores (maximum)	12	16	17	
	Sales .....	\$ 1,713,800	\$ 1,836,800	\$ 1,806,300	- 1.7
Manitoba -	Chains .....	4	4	5	
	Stores (maximum)	9	10	11	
	Sales .....	\$ 1,434,800	\$ 1,566,200	\$ 1,593,300	+ 1.7
Ontario -	Chains .....	9	12	12	
	Stores (maximum)	152	225	233	
	Sales .....	\$18,408,300	\$22,441,700	\$22,516,700	+ 0.3
Quebec -	Chains .....	11	11	13	
	Stores (maximum)	101	112	125	
	Sales .....	\$ 9,949,700	\$10,621,500	\$11,123,600	+ 4.7
Maritime Provinces -	Chains .....	3	5	5	
	Stores (maximum)	24	43	48	
	Sales .....	\$ 3,398,400	\$ 4,826,600	\$ 4,919,400	+ 1.9

Table III.--Number of Chains, Stores, Total Sales, Average Sales per Store,  
Salaries and Wages and Stocks, 1938

Number of chains .....	16
Number of stores -	
Maximum .....	468
Average .....	446
Total sales, 1938 .....	\$47,256,700
Average sales per store -	
1938 .....	\$ 106,000
1937 .....	\$ 109,800
Salaries and wages paid store employees, 1938 .....	\$ 6,170,100
Stocks on hand in stores and warehouses, at cost -	
End of 1938 .....	\$ 7,166,500
End of 1937 .....	\$ 7,181,000



Table IV.--Variety Chain Stores and Sales by Provinces and Principal Cities, 1937 and 1938

Province and City	Number of Stores (Maximum)		Value of Sales		
	1937	1938	1937	1938	Per cent of Change
CANADA, Total .....	437	468	46,323,400	47,256,700	+ 2.0
Places 30,000 and over, total .....	182	191	27,888,300 <sup>r</sup>	28,028,800	+ 0.5
Places under 30,000, total .....	255	277	18,435,100 <sup>r</sup>	19,227,900	+ 4.3
British Columbia, Total .....	22	22	3,176,000	3,250,500	+ 2.3
Places 30,000 and over, total .....	12	12	2,309,300	2,376,100	+ 2.9
Vancouver .....	9	9	1,762,600	1,807,900	+ 2.6
Victoria .....	3	3	546,700	568,200	+ 3.9
Places under 30,000, total .....	10	10	866,700	874,400	+ 0.9
Alberta, Total .....	9	12	1,854,600	2,046,900	+ 10.4
Places 30,000 and over, total .....	5	6	1,459,200	1,575,400	+ 8.0
Calgary .....	3	3	(x)	(x)	(x)
Edmonton .....	2	3	(x)	(x)	(x)
Places under 30,000, total .....	4	6	395,400	471,500	+ 19.2
Saskatchewan, Total .....	16	17	1,836,800	1,806,300	- 1.7
Places 30,000 and over, total .....	6	6	1,126,600	1,111,400	- 1.3
Regina .....	3	3	639,700	640,100	+ 0.1
Saskatoon .....	3	3	486,900	471,300	- 3.2
Places under 30,000, total .....	10	11	710,200	694,900	- 2.2
Manitoba, Total .....	10	11	1,566,200	1,593,300	+ 1.7
Winnipeg, .....	6	6	(x)	(x)	(x)
Places under 30,000, total .....	4	5	(x)	(x)	(x)
Ontario, Total .....	225	233	22,441,700	22,516,700	+ 0.3
Places 30,000 and over, total .....	72	74	11,915,500	11,772,500	- 1.2
Brantford .....	5	4	526,400	487,300	- 7.4
Hamilton .....	8	8	1,992,900	1,923,900	- 3.5
Kitchener .....	5	5	597,700	594,800	- 0.5
London .....	4	4	1,343,400	1,300,300	- 3.2
Ottawa .....	11	13	2,119,200	2,052,400	- 3.2
Toronto .....	35	36	4,451,100	4,557,000	+ 2.4
Windsor .....	4	4	884,800 <sup>r</sup>	856,800	- 3.2
Places under 30,000, total .....	153	159	10,526,200 <sup>r</sup>	10,744,200	+ 2.1
Quebec, Total .....	112	125	10,621,500	11,123,600	+ 4.7
Places 30,000 and over, total .....	73	79	8,011,400	8,168,700	+ 2.0
Montreal/ .....	51	57	5,097,400	5,191,400	+ 1.8
Quebec .....	13	13	1,951,600	2,059,400	+ 5.5
Three Rivers .....	5	5	672,900	683,600	+ 1.6
Verdun .....	4	4	289,500	234,300	- 19.1
Places under 30,000, total .....	39	46	2,610,100	2,954,900	+ 13.2
New Brunswick, Total .....	16	18	1,887,800	1,898,800	+ 0.6
St. John .....	4	4	884,900	834,000	- 5.8
Places under 30,000, total .....	12	14	1,002,900	1,064,800	+ 6.2
Nova Scotia, Total .....	24	27	2,594,800	2,677,400	+ 3.2
Halifax .....	4	4	(x)	(x)	(x)
Places under 30,000, total .....	20	23	(x)	(x)	(x)
Prince Edward Island, Total ..	3	3	344,000	343,200	- 0.2

(x) Indicates that figures are withheld to avoid disclosing individual operations.

/ Includes Greater Montreal, except Verdun, for which separate figures are shown.

<sup>r</sup> Revised.





63-D-30

Series 1939, No. 2

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MINISTER OF TRADE AND COMMERCE

DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
OTTAWA, CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)  
Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.  
Statistician: A. C. Steedman, B.A.

Price, 10 cents

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS  
(Preliminary)

Variety Store Chains in Canada, 1939

Sales of variety store chains in Canada amounted to \$51,416,000 in 1939, an increase of nearly nine per cent over the preceding year and up approximately thirty-one per cent over 1930, the first year for which complete data are available. Average sales per store rose from \$106,000 in 1938 to \$108,000 in 1939, a gain of ten per cent. The number of chains remained the same as in 1938 at 16, but these operated a maximum number of 489 stores during 1939 compared with 468 in the previous year. The greatest expansion in number of variety stores occurred in Ontario where 13 new units were added, all of which, with one exception, were in places less than 30,000 population. An increase of four stores is recorded in Manitoba while in the Maritimes there were four additions, most of which were also in places under 30,000 population.

Stocks on hand in stores and warehouses totalled \$8,276,200 at the end of 1939, up over a million dollars from the figure recorded at the close of 1938. Salaries and wages paid to store employees during 1939 amounted to \$6,594,500.

Sales figures in all localities showed increases over 1938. In the Maritime provinces there was a gain of 23.3 per cent; Alberta, 12.5 per cent; Saskatchewan, 12.2 per cent; Manitoba, 11.3 per cent; Ontario, 5.2 per cent; British Columbia, 3.6 per cent. A decrease of 3 units in Quebec in places of 30,000 population and over was offset by an addition of 2 stores in the smaller localities which resulted in a net increase of 9.6 per cent in Quebec sales. Notable increases in sales over 1939 for some of the larger cities are: Edmonton, 20.6 per cent; Saskatoon, 16.7 per cent; Montreal, 10.8 per cent.

Table 1.--Number of Variety Chains, Stores and Total Sales, by Years,  
1930 and 1936 - 1939

	1930	1936	1937	1938	1939
Number of Chains .....	15	14	142	16	16
Number of Stores --					
Maximum .....	327	414	437	468	489
Average (1) .....	313	396	422	446	474
Total sales .....	\$39,383,600	\$41,422,100	\$46,323,400	\$47,256,700	\$51,416,000
Chain sales index					
(1930=100) .....	100.0	105.2	117.6	120.0	130.6
Percentage change in					
sales from preceding					
year .....	-	+9.3	+11.8	+2.0	+8.8

(1) Obtained by averaging the numbers at beginning, middle and end of year.



Table II.--Chains, Stores and Sales, by Provinces and Years, 1930, 1938 and 1939

		1930	1938	1939	Percentage Change in Sales 1938-1939
CANADA, TOTAL -	Chains .....	15	16	16	
	Stores (maximum)	327	468	489	
	Sales .....	\$39,383,600	\$47,256,700	\$51,416,000	+ 8.8
British Columbia -	Chains .....	3	3	3	
	Stores (maximum)	21	22	22	
	Sales .....	\$ 2,769,700	\$ 3,250,500	\$ 3,369,100	+ 3.6
Alberta -	Chains .....	3	4	5	
	Stores (maximum)	8	12	13	
	Sales .....	\$ 1,708,900	\$ 2,046,900	\$ 2,302,500	+12.5
Saskatchewan -	Chains .....	3	3	3	
	Stores (maximum)	12	17	17	
	Sales .....	\$ 1,713,800	\$ 1,806,300	\$ 2,026,600	+12.2
Manitoba -	Chains .....	4	5	5	
	Stores (maximum)	9	11	15	
	Sales .....	\$ 1,434,800	\$ 1,593,300	\$ 1,773,300	+11.3
Ontario -	Chains .....	9	12	13	
	Stores (maximum)	152	233	246	
	Sales .....	\$18,408,300	\$22,516,700	\$23,688,200	+ 5.2
Quebec -	Chains .....	11	13	13	
	Stores (maximum)	101	125	124	
	Sales .....	\$ 9,949,700	\$11,123,600	\$12,188,500	+ 9.6
Maritime Provinces -	Chains .....	3	5	7	
	Stores (maximum)	24	43	52	
	Sales .....	\$ 3,398,400	\$ 4,919,400	\$ 6,067,800	+23.3

Table III.--Number of Chains, Stores, Total Sales, Average Sales per Store, Salaries and Wages and Stocks, 1939

Number of chains .....	16
Number of stores -	
Maximum .....	489
Average .....	474
Total sales, 1939 .....	\$51,416,000
Average sales per store -	
1939 .....	\$ 108,000
1938 .....	\$ 106,000
Salaries and wages paid store employees, 1939 .....	\$ 6,594,500
Stocks on hand in stores and warehouses, at cost -	
End of 1939 .....	\$ 8,276,200
End of 1938 .....	\$ 7,166,500





Table IV.--Variety Chain Stores and Sales by Provinces and Principal Cities  
1938 and 1939

Province and City	Number of Stores (Maximum)		Value of Sales		
	1938	1939	1938	1939	Per Cent of Change
			\$	\$	
CANADA, Total .....	468	489	47,256,700	51,416,000	✓ 8.8
Places 30,000 and over, total .....	191	191	28,028,800	30,228,900	✓ 7.8
Places under 30,000, total .....	277	298	19,227,900	21,187,100	✓ 10.2
British Columbia, Total .....	22	22	3,250,500	3,369,100	✓ 3.6
Places 30,000 and over, total .....	12	12	2,376,100	2,478,000	✓ 4.3
Vancouver .....	9	9	1,807,900	1,883,000	✓ 4.2
Victoria .....	3	3	568,200	595,000	✓ 4.7
Places under 30,000, total .....	10	10	874,400	891,100	✓ 1.9
Alberta, Total .....	12	13	2,046,900	2,302,500	✓ 12.5
Places 30,000 and over, total .....	6	7	1,575,400	1,782,800	✓ 13.2
Calgary .....	3	3	721,700	753,000	✓ 4.3
Edmonton .....	3	4	853,700	1,029,800	✓ 20.6
Places under 30,000, total .....	6	6	471,500	519,700	✓ 10.2
Saskatchewan, Total .....	17	17	1,806,300	2,026,600	✓ 12.2
Places 30,000 and over, total .....	6	6	1,111,400	1,211,500	✓ 9.0
Regina .....	3	3	640,100	661,400	✓ 3.3
Saskatoon .....	3	3	471,300	550,100	✓ 16.7
Places under 30,000, total .....	11	11	694,900	815,100	✓ 17.3
Manitoba, Total .....	11	15	1,593,300	1,773,300	✓ 11.3
Winnipeg .....	6	6	1,258,000	1,319,700	✓ 4.9
Places under 30,000, total .....	5	9	335,300	453,600	✓ 35.3
Ontario, Total .....	233	246	22,516,700	23,688,200	✓ 5.2
Places 30,000 and over, total .....	74	75	11,772,500	12,277,900	✓ 4.3
Brantford .....	4	4	487,300	514,700	✓ 5.6
Hamilton .....	8	8	1,923,900	2,028,900	✓ 5.5
Kitchener .....	5	5	594,800	633,000	✓ 6.4
London .....	4	4	1,300,300	1,352,800	✓ 4.0
Ottawa .....	13	13	2,052,400	2,177,700	✓ 6.1
Toronto .....	36	37	4,557,000	4,705,400	✓ 3.3
Windsor .....	4	4	856,800	865,400	✓ 1.0
Places under 30,000, total .....	159	171	10,744,200	11,410,300	✓ 6.2
Quebec, Total .....	125	124	11,123,600	12,188,500	✓ 9.6
Places 30,000 and over, total .....	79	76	8,168,700	8,923,100	✓ 9.2
Montreal# .....	56	54	(w) 5,145,500	5,703,500	✓ 10.8
Quebec .....	13	13	2,059,400	2,232,300	✓ 8.4
Three Rivers .....	5	5	683,600	699,800	✓ 2.4
Verdun .....	5	4	(r) 280,200	287,500	✓ 2.6
Places under 30,000, total .....	46	48	2,954,900	3,265,400	✓ 10.5
New Brunswick, Total .....	18	19	1,898,800	2,280,200	✓ 20.1
St. John .....	4	4	834,000	916,700	✓ 9.9
Places under 30,000, total .....	14	15	1,064,800	1,363,500	✓ 28.1
Nova Scotia, Total .....	27	30	2,677,400	3,423,800	✓ 27.9
Halifax .....	4	5	(x)	(x)	(x)
Places under 30,000, total .....	23	25	(x)	(x)	(x)
Prince Edward Island, Total .....	3	3	343,200	363,800	✓ 6.0

(x) Indicates that figures are withheld to avoid disclosing individual operations.

✓ Includes Greater Montreal, except Verdun, for which separate figures are shown.

(r) Revised.



63-030

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DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
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Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.  
Statistician: A.C. Steedman, B.A.

Price, 10 cents

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Variety Store Chains in Canada, 1940 (Preliminary)

Aggregate sales of variety store chains in Canada during 1940 were \$60,718,600, a gain of 18 per cent over the preceding year, and up 54 per cent over 1930, which year marked the inception of corresponding Census of Merchandising data. Average sales per store rose from \$108,000 in 1939 to \$124,000 in 1940, an increase of almost 15 per cent. There was no change in the number of chain firms reporting although the number of stores operated increased by some 15 units, 13 of which were opened in places of less than 30,000 population. A decrease of one unit was reported in Montreal. Toronto, Hamilton and Windsor in Ontario each reported one additional store last year. There was no change in the number of stores operated in other cities of 30,000 population or more.

All localities recorded sales increases over the preceding year. The greatest expansion in sales occurred in Halifax with an advance of 50 per cent while Windsor and Edmonton showed gains of approximately 34 and 29 per cent respectively. Percentage increases for other places over 30,000 population ranged from 7.5 per cent in London, Ontario to 26.8 per cent in St. John, New Brunswick.

Percentage increases in sales by provinces arranged in order of these increases are as follows: Nova Scotia, 34.0; New Brunswick, 26.8; Manitoba, 20.2; Alberta, 19.6; Quebec, 17.0; Saskatchewan, 13.9; British Columbia, 10.9 and Prince Edward Island, 4.6.

Stocks on hand in stores and warehouses totalled \$9,863,400 at the end of 1940 as compared with \$8,276,200 at the close of the preceding year. Salaries and wages paid to store employees during 1940 amounted to \$7,503,900.

Table 1.--Number of Variety Chains, Stores and Total Sales, by Years,  
1930 and 1937 - 1940

	1930	1937	1938	1939	1940
Number of Chains:.....	15	14	16	16	16
Number of Stores--					
Maximum .....	327	437	468	489	491
Average(1) .....	313	422	446	474	504
Total Sales .....	\$39,383,600	\$46,323,400	\$47,256,700	\$51,416,000	\$60,718,600
Chain sales' index (1930 = 100) .....	100.0	117.6	120.0	130.6	154.2
Percentage change in sales from preceding year .	-	+11.8	+2.0	+8.8	+18.1

(1) Obtained by averaging the numbers at beginning, middle and end of year.



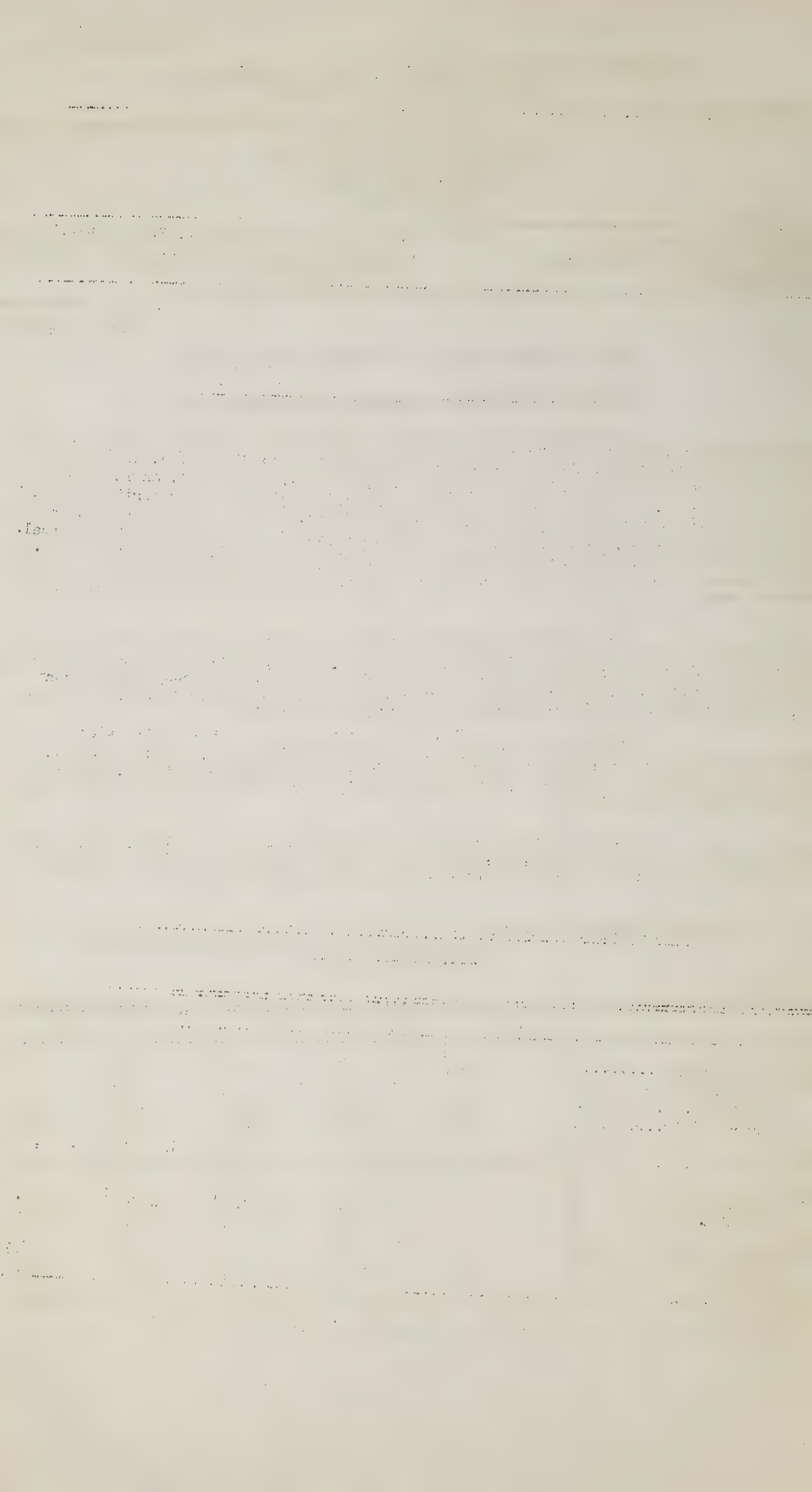


Table II.--Chains, Stores and Sales, by Provinces and Years, 1930, 1939 and 1940

		1930	1939	1940	Percentage Change in Sales 1939-1940
CANADA, TOTAL -	Chains .....	15	16	16	
	Stores (maximum)	327	489	504	
	Sales .....	\$39,383,600	\$51,416,000	\$60,718,600	+ 18.1
British Columbia -	Chains .....	3	3	3	
	Stores (maximum)	21	22	22	
	Sales .....	\$ 2,769,700	\$ 3,369,100	\$ 3,735,400	+ 10.9
Alberta -	Chains .....	3	5	5	
	Stores (maximum)	8	13	13	
	Sales .....	\$ 1,708,900	\$ 2,302,500	\$ 2,754,900	+ 19.6
Saskatchewan -	Chains .....	3	3	3	
	Stores (maximum)	12	17	17	
	Sales .....	\$ 1,713,800	\$ 2,026,600	\$ 2,308,400	+ 13.9
Manitoba -	Chains .....	4	5	5	
	Stores (maximum)	9	15	16	
	Sales .....	\$ 1,434,800	\$ 1,773,300	\$ 2,132,000	+ 20.2
Ontario -	Chains .....	9	13	13	
	Stores (maximum)	152	246	257	
	Sales .....	\$18,408,300	\$23,688,200	\$27,691,300	+ 17.0
Quebec -	Chains .....	11	13	13	
	Stores (maximum)	101	124	126	
	Sales .....	\$ 9,949,700	\$12,188,500	\$14,237,800	+ 16.8
Maritime Provinces -	Chains .....	3	7	7	
	Stores (maximum)	24	52	53	
	Sales .....	\$ 3,398,400	\$ 6,067,800	\$ 7,858,800	+ 29.5

Table III.--Number of Chains, Stores, Total Sales, Average Sales per Store  
Salaries and Wages and Stocks, 1940

Number of chains .....	16
Number of stores -	
Maximum .....	504
Average .....	491
Total sales, 1940 .....	\$60,718,600
Average sales per store -	
1940 .....	\$ 124,000
1939 .....	\$ 108,000
Salaries and wages paid store employees, 1940 .....	\$ 7,503,900
Stocks on hand in stores and warehouses, at cost -	
End of 1940 .....	\$ 9,863,400
End of 1939 .....	\$ 8,276,200



Table IV. --Variety Chain Stores and Sales by Provinces and Principal Cities,  
1939 and 1940

Province and City	Number of Stores (Maximum)		Value of Sales		Per Cent of Change
	1939	1940	1939	1940	
			\$	\$	
CANADA, TOTAL .....	489	504	51,416,000	60,718,600	+ 18.1
Places 30,000 and over, total ..	191	193	30,228,900	35,356,300	+ 17.0
Places under 30,000, total ....	298	311	21,187,100	25,362,300	+ 19.7
British Columbia, Total ..	22	22	3,369,100	3,735,400	+ 10.9
Places 30,000 and over, total ..	12	12	2,478,000	2,756,100	+ 11.2
Vancouver .....	9	9	1,883,000	2,067,400	+ 9.8
Victoria .....	3	3	555,000	688,700	+ 15.7
Places under 30,000, total ....	10	10	891,100	979,300	+ 9.9
Alberta, Total .....	13	13	2,302,500	2,754,900	+ 19.6
Places 30,000 and over, total ..	7	7	1,782,800	2,172,200	+ 21.8
Calgary .....	3	3	753,000	846,000	+ 12.4
Edmonton .....	4	4	1,029,800	1,326,200	+ 28.8
Places under 30,000, total ....	6	6	519,700	582,700	+ 12.1
Saskatchewan, Total .....	17	17	2,026,600	2,308,400	+ 13.9
Places 30,000 and over, total ..	6	6	1,211,500	1,387,500	+ 14.5
Regina .....	3	3	661,400	764,000	+ 15.5
Saskatoon .....	3	3	550,100	623,500	+ 13.3
Places under 30,000, total ....	11	11	815,100	920,900	+ 13.0
Manitoba, Total .....	15	16	1,773,300	2,132,000	+ 20.2
Winnipeg .....	6	6	1,319,700	1,542,000	+ 16.8
Places under 30,000, total ....	9	10	453,600	590,000	+ 30.1
Ontario, Total .....	246	257	23,688,200	27,691,300	+ 16.9
Places 30,000 and over, total ..	75	78	12,277,900	14,169,100	+ 15.4
Brantford .....	4	4	514,700	585,200	+ 13.7
Hamilton .....	8	9	2,028,900	2,342,800	+ 15.5
Kitchener .....	5	5	633,000	722,000	+ 14.1
London .....	4	4	1,352,800	1,454,800	+ 7.5
Ottawa .....	13	13	2,177,700	2,642,500	+ 21.3
Toronto .....	37	38	4,705,400	5,261,000	+ 11.8
Windsor .....	4	5	865,400	1,161,000	+ 34.2
Places under 30,000, total ....	171	179	11,410,300	13,522,200	+ 18.5
Quebec, Total .....	124	126	12,188,500	14,237,800	+ 16.8
Places 30,000 and over, total ..	76	75	8,923,100	10,188,900	+ 14.2
Montreal# .....	54	53	5,703,500	6,487,200	+ 13.7
Quebec .....	13	13	2,232,300	2,577,300	+ 15.5
Three Rivers .....	5	5	699,800	799,700	+ 14.3
Verdun .....	4	4	287,500	324,700	+ 12.9
Places under 30,000, total ....	48	51	3,265,400	4,048,900	+ 24.0
New Brunswick, Total .....	19	19	2,280,200	2,890,200	+ 26.8
St. John .....	4	4	916,700	1,162,100	+ 26.8
Places under 30,000, total ....	15	15	1,363,500	1,728,100	+ 26.7
Nova Scotia, Total .....	30	31	3,423,800	4,587,900	+ 34.0
Halifax .....	5	5	1,319,200	1,978,400	+ 50.0
Places under 30,000, total ....	25	26	2,104,600	2,609,500	+ 24.0
Prince Edward Island Total ..	3	3	363,800	380,700	+ 4.6

# Includes Greater Montreal, except Verdun, for which separate figures are shown.





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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
OTTAWA, CANADA

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Series, 1941  
No. 30

Price 25 cents

Variety Store Chains, 1941

The past decade has witnessed a marked rise in the position occupied by the well known variety type of store in the retail marketing structure of Canada. Even during the depression years the business transacted by this type of retail outlet was well maintained, sales in 1933 standing only 16 per cent below 1930, whereas the general level of retail trade declined by 35 per cent during the same interval. Successive increases during following years and, in particular, marked gains since the beginning of the war brought dollar sales for this type of business to a high level, total sales for 1941 amounting to \$85,012,500, up no less than 92 per cent above the volume of business transacted in 1930. Monthly surveys of retail trade indicate a further gain of 15 per cent between 1941 and 1942 but figures for current months indicate that for the time being, the peak has been almost if not quite reached, sales for the first half of 1943 standing only 4 per cent above the corresponding period of 1942.

The chain store type of operation continues to occupy a predominant place in the variety store field. There were 20 variety store chains in Canada in 1941 and these operated a total of 532 stores with \$74,313,000 sales, an amount which formed almost 90 per cent of the total business of all stores classified for census purposes as variety stores. These figures are based on results of the Census of Merchandising and Service Establishments which formed part of the Decennial Census of 1941 and for which reports were secured by mail from all the retail trading establishments in Canada. The only other complete census of trading establishments related to the year 1930 when there were 15 variety chain companies which operated 327 stores and had \$39,383,379 sales. Chain companies, for census purposes, are taken to include all retail organizations operating four or more retail outlets.

Although the variety store is typically an urban development, comparative figures for 1930 and 1941 reveal some tendency on the part of the variety chains to expand into the smaller urban centres. In 1930 about 45 per cent of the variety store chain business was transacted in places of more than 100,000 population and 11 per cent of the business was transacted in places of less than 10,000 population. In 1941 the proportion of the total sales transacted in the larger cities had declined to 39 per cent while the proportion applicable to the smaller cities and towns below 10,000 population had risen to 14 per cent. The second half of the decline in the proportion of the total business transacted in the larger cities was accounted for by an increase in the relative proportion secured by intermediate-sized localities of between 10,000 and 100,000 population. Here the proportion of total variety store chain business transacted increased from 44 per cent in 1930 to 47 per cent in 1941.

### Date of Ownership

A classification of the stores in operation in 1941 according to date of acquisition or present ownership indicates that about 18 per cent of the stores were opened in the four-year period between 1938 and 1941. Another 19 per cent were opened between 1934 and 1937; 20 per cent were opened in the depression years between 1930 and 1933; one-quarter of the total number were opened during the twenty's while 18 per cent of the stores in operation in 1941 were opened prior to 1920 and have thus been in existence for more than twenty years.

### Employment and Payroll

The 20 variety store chains in operation in 1941 required the services of 1,620 full-time male and 8,130 full-time female employees to whom \$7,438,600 was paid in salaries and wages. In addition there were 218 part-time male employees and 6,086 part-time female employees who received \$1,130,100 in salaries and wages.

Employees who worked only part of the normal working day or part of the normal working week were to be considered as part-time employees. Persons employed part of the year but full time when employed were to be considered as full-time employees. In each instance the average annual employment was to be reported. Although difficulties in securing accurate annual averages are such as to invalidate exact comparisons with the results of the 1930 census, it would not appear that there was much difference in the relative importance of part-time employment in the two years. In 1941 about 39 per cent of the total number of employees were reported as being on a part-time basis and these received 10 per cent of the total payroll. In 1930 about 41 per cent of the employees were reported as being engaged on a part-time basis and these received 12 per cent of the annual payroll for that year.

### Operating Expenses

Although no detailed analysis of operating results was attempted in connection with the 1941 census, each chain company was asked to report the amount paid in rentals and an overall figure for other operating expenses exclusive of salaries and wages. Head office and warehouse expenses were to be differentiated from store expense.

According to the information thus received, total operating expenses of variety store chains averaged 26.55 per cent of annual sales for 1941 and varied from 25.72 per cent for a group of 13 chains each with fewer than 25 stores to 28.64 per cent for 7 larger companies each having 25 units or more.

The overall ratio of 26.55 per cent was comprised of store expenses of 22.53 per cent, overhead expense of 3.47 per cent and warehouse expense 0.55 per cent. The store expense was divided almost equally between payroll which formed 11.53 per cent of total sales and other store expenses which amounted to 11.00 per cent of sales.

Of the 532 units of variety store chains operating in 1941, 455 were operated in leased premises. Rental costs averaged 4.72 per cent of sales made in these same premises.

Chain store warehouses are operated by variety chains almost exclusively for the purpose of supplying the individual retail outlets belonging to the chain. Sales to other retailers on a wholesale basis are made to a very limited extent, the volume of business thus transacted amounting to only \$133,900 in 1941. The total value at wholesale prices of merchandise handled in variety chain warehouses amounted to \$7,637,300 in 1941. Goods ordered for the stores through head office purchasing depart-

ment but which did not pass through the warehouse were valued at another \$4,123,400. Comparison of these figures with the total retail chain sales would show that purchasing in variety chain stores is done largely by the local store personnel, orders being placed directly with the supplier for direct shipment to the stores.

### Commodity Sales

Practically all of the variety store chains were able to give an analysis of their sales on a commodity basis for 1941. Although these commodity sales figures must be considered as estimates rather than exact amounts, they serve to give some indication of the commodity composition of variety store business and the changes which have taken place in this composition during the past decade.

One prominent feature revealed in a comparison of figures for 1930 and 1941 is the increase in the importance of both men's and women's clothing and the decrease in food products. Women's and misses' apparel accounted for 23.73 per cent of the total variety store chain business in 1941 while men's and boys' clothing and furnishings accounted for another 6.01 per cent. Corresponding ratios in 1930 were 15.69 per cent and 3.59 per cent respectively. On the other hand, food products (exclusive of soda fountain and lunch counters) formed 10.57 per cent of the total business in 1930 and only 6.00 per cent in 1941. The proportions which the sale of dry goods and notions, (consisting chiefly of bedding and house linens, notions and smallwares) formed of the total trade varied but little between the two periods, standing at 13.55 per cent for 1930 and at 14.78 per cent for 1941.

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Table 1.--Summary of Variety Store Chains, 1941

	All Chains	Chains with less than 25 units	Chains with 25 or more units
A. Number of chains .....	20	13	7
B. Number of stores .....	532	108	424
C. Sales --			
1. Retail sales through stores .....	\$ 74,179,100	7,423,200	66,755,900
2. Wholesale sales to other firms .....	\$ 133,900	99,500	34,400
3. TOTAL, Chain Sales .....	\$ 74,313,000	7,522,700	66,790,300
D. Store employment and payroll --			
Full-time employees --			
1. Male employees, number .....	1,620	205	1,415
2. Female employees, number .....	8,130	810	7,320
3. Salaries and wages .....	\$ 7,438,600	700,500	6,738,100
Part-time employees --			
1. Male employees, number .....	218	18	200
2. Female employees, number .....	6,086	784	5,302
3. Salaries and wages .....	\$ 1,130,100	118,000	1,012,100
E. Chain expenses --			
Store expenses --			
1. Wage cost:			
Amount .....	\$ 8,568,700	818,500	7,750,200
Per cent of total sales .....	11.53	10.88	11.60
2. Other expenses (including rent):			
Amount .....	\$ 8,173,800	696,000	7,477,800
Per cent of total sales .....	11.00	9.25	11.20
3. Total store expenses --			
Amount .....	\$ 16,742,500	1,514,500	15,228,000
Per cent of total sales .....	22.53	20.13	22.80
4. Overhead expenses --			
Amount .....	\$ 2,576,000	280,200	2,295,800
Per cent of total sales .....	3.47	3.72	3.43
5. Warehouse expenses --			
Amount .....	\$ 411,700	140,500	271,200
Per cent of total sales .....	0.55	1.87	0.41
6. Total Chain Expenses --			
Amount .....	\$ 19,730,200	1,935,200	17,795,000
Per cent of total sales .....	26.55	25.72	26.64
F. Rentals --			
1. Number of stores in leased premises	455	105	350
2. Sales of stores in leased premises	\$ 60,727,600	7,167,600	53,560,000
3. Rentals paid --			
Amount .....	\$ 2,865,100	277,500	2,587,600
Per cent of sales in leased premises .....	4.72	3.87	4.83
G. Inventories, end of 1941 --			
1. Store inventories .....	\$ 9,334,600	1,022,200	8,312,400
2. Warehouse inventories .....	\$ 1,858,400	462,000	1,396,400
3. Total inventories .....	\$ 11,193,000	1,484,200	9,708,800
H. Customers' accounts outstanding .....	\$ 14,200	7,400	6,800

Table 2.--Variety Chain Units Classified by Provinces and Date of Establishment, 1941

Province	Total Units	Per cent of total units	All Units established					
			1941	1938- 1940	1934- 1937	1930- 1933	1920- 1929	Before 1920
CANADA, Total .....	532	100.00	14	83	101	106	133	95
Per cent .....	-	100.00	2.63	15.60	18.99	19.92	25.00	17.86
British Columbia .....	22	4.14	-	-	1	3	12	6
Alberta .....	13	2.44	-	4	-	2	3	4
Saskatchewan .....	17	3.19	-	1	4	2	4	6
Manitoba .....	15	2.82	-	5	1	1	5	3
Ontario .....	275	51.69	5	41	59	58	69	43
Quebec .....	131	24.63	7	21	17	38	27	21
New Brunswick .....	24	4.51	1	4	11	1	3	4
Nova Scotia .....	32	6.02	1	7	7	1	9	7
Prince Edward Island.	3	0.56	-	-	1	-	1	1

Table 3.--Variety Chain Units Classified According to Amount of Annual Sales, 1941

	Number of Stores	Value of Sales	Per cent of total sales	Cumulative per cent
CANADA, Total .....	532	74,179,100	100.00	-
Chain units having sales of --				
\$1,000,000 and over .....	3 )	12,489,800	16.83	16.83
\$500,000 to \$999,999 .....	13 )	11,176,700	15.07	31.90
\$300,000 to \$499,999 .....	28	12,880,100	17.36	49.26
\$200,000 to \$299,999 .....	53	23,230,600	31.32	80.58
\$100,000 to \$199,999 .....	166	10,863,900	14.65	95.23
\$50,000 to \$99,999 .....	141	2,301,300	3.10	98.33
\$30,000 to \$49,999 .....	59	810,300	1.09	99.42
\$20,000 to \$29,999 .....	33	345,700	0.47	99.89
\$10,000 to \$19,999 .....	23	65,400	0.09	99.98
\$5,000 to \$9,999 .....	8	15,300	0.02	100.00
Less than \$5,000 .....	5			

Table 4.--Variety Store Chains--Stores and Sales Classified by Provinces and Size of Locality

Province	ALL LOCALITIES			Stores and sales in places with population of --					
	Stores	Sales		Per cent	Over 100,000		% of total chain sales	30,000-100,000	
		Value	Stores		Sales	Stores		Sales	% of total chain sales
CANADA, Total ..	532	74,179,100	153	100.00	28,873,600	35.92	62	19,369,900	24.76
British Columbia ..	22	4,151,500	9	100.00	3,249,600	54.06	3	851,400	20.45
Alberta .....	13	3,453,600	-	100.00	-	-	7	2,740,400	79.35
Saskatchewan .....	17	2,598,500	-	100.00	-	-	6	1,509,500	58.09
Manitoba .....	15	2,426,300	6	100.00	1,721,200	70.94	-	-	-
Ontario .....	275	33,784,200	73	100.00	14,012,800	41.48	28	6,415,900	18.99
Quebec .....	131	17,688,900	65	100.00	10,590,000	61.56	16	2,670,700	15.10
New Brunswick .....	24	3,593,100	-	100.00	-	-	4	1,402,700	39.03
Nova Scotia .....	32	6,030,800	-	100.00	-	-	5	2,779,300	46.08
Prince Edward Is. .	3	442,000	-	100.00	-	-	-	-	-

Province	Stores and sales in places with population of --					
	10,000-30,000		Less than 10,000		% of total	
	Stores	Sales	Stores	Sales	chain sales	% of total chain sales
CANADA, Total ...	129	16,190,900	21.83	181	10,744,700	14.49
British Columbia ....	3	(x)	(x)	7	(x)	(x)
Alberta .....	4	(x)	(x)	2	(x)	(x)
Saskatchewan .....	4	(x)	(x)	7	(x)	(x)
Manitoba .....	3	367,500	15.15	6	337,600	13.91
Ontario .....	34	8,167,500	24.18	110	5,188,000	15.35
Quebec .....	36	3,240,600	18.32	14	887,600	5.02
New Brunswick .....	6	1,202,600	33.47	14	987,800	27.50
Nova Scotia .....	7	1,310,300	21.73	20	1,941,200	32.19
Prince Edward Island.	2	(x)	(x)	1	(x)	(x)

Table 5.--Variety Store Chains, Commodity Sales, 1941

	Amount	%
Total retail sales, variety chains .....	\$ 74,179,100	100.00
Less amount not classified by commodities ..	281,400	.38
Sales analyzed by commodities	73,897,700	99.62

Analysis of Sales Classified by Commodities

Commodity	Item Totals		Group Totals	
	Amount	%	Amount	%
	\$		\$	
All sales classified by commodities, Total ...	-	-	73,897,700	100.00
Automotive parts and accessories .....	-	-	7,000	.01
Cigars, cigarettes and tobacco .....	-	-	24,700	.03
Clothing and furnishings, men's & boys', total	-	-	4,436,100	6.01
Underwear, hosiery, shirts, sweater, pyjamas, gloves & mitts, hats and caps .....	3,706,200	5.02	-	-
All other clothing (including work clothing and sports wear) .....	729,900	0.99	-	-
Clothing, women's, misses' & children's, total	-	-	17,538,500	23.73
Ready-to-wear outer wear (coats, suits, house- dresses, blouses, skirts, knitwear) .....	3,993,300	5.40	-	-
Underwear (negligees, corsets, robes, pyjamas) .....	3,499,800	4.74	-	-
Girls' and infants' wear .....	2,997,700	4.06	-	-
Millinery .....	1,053,000	1.42	-	-
Hosiery .....	5,994,700	8.11	-	-
Drugs and drug sundries, total .....	-	-	183,100	0.25
Drugs, pharmaceuticals, patent medicines and compounds .....	40,700	0.06	-	-
Drug sundries, rubbergoods, etc. ....	142,400	0.19	-	-
Dry goods and notions, total .....	-	-	10,924,200	14.78
Piece goods (silks, velvets, woollens, cottons, linens) .....	262,900	0.35	-	-
Beddings and house linens (pillows, blankets, bed spreads, pillow cases, sheets, table linens, towels, etc.) .....	1,637,200	2.22	-	-
Notions and smallwares (handkerchiefs, laces, neckwear, scarfs, gloves, buttons, thread, yarns, purses) .....	9,023,500	12.21	-	-
Electrical appliances and supplies, total ...	-	-	1,110,700	1.50
Portable (plug-in) electric household heat- ing appliances (irons, percolators, toasters, grills, etc.) .....	80,700	0.11	-	-
Other electrical appliances & supplies (lamps, shades, bulbs, dry batteries, sockets) ...	1,030,000	1.39	-	-



Table 5.--Variety Store Chains, Commodity Sales, 1941--(Cont'd)

Analysis of Sales Classified by Commodities--(Cont'd)

Commodity	Item Totals		Group Totals	
	Amount	%	Amount	%
	\$		\$	
Food and kindred products, total .....			4,435,600	6.00
Bakery products, fresh .....	119,400	0.16		
Candy and confectionery .....	3,931,500	5.32		
Fresh fruits and vegetables .....	20,400	0.03		
Fresh and cooked meats .....	76,200	0.10		
Dairy products and eggs .....	5,000	0.01		
All other food products (tea, coffee, sugar, flour, canned goods of all kinds) .....	283,100	0.38		
Hardware, total .....			4,712,500	6.38
House furnishings, total .....			1,769,900	2.39
Draperies, upholstery, cretonnes and curtains	364,500	0.49		
Floor coverings .....	65,200	0.08		
Awnings, window shades and blinds .....	68,400	0.09		
Mirrors, pictures and art goods .....	1,086,600	1.47		
House furnishings (not elsewhere reported) ..	185,200	0.26		
Household supplies, total .....			4,269,200	5.78
Soaps (laundry and toilet) & cleaning com- pounds .....	68,200	0.09		
China and crockery .....	1,997,600	2.70		
Other household supplies such as brooms, brushes floor wax, toilet paper, kitchen utensils and cutlery .....	2,203,400	2.99		
Jewellery, total .....			1,645,000	2.23
Clocks (including electric) .....	108,000	0.14		
Watches .....	(nil)	(nil)		
Plated silverware (flat and hollow ware and other goods) .....	8,500	0.02		
All other jewellery .....	1,528,500	2.07		
Luggage and leather goods .....			274,200	0.37
Musical instruments and accessories, total ...			30,800	0.05
Phonographs and records .....	19,100	0.03		
Musical instruments and accessories, sheet music, music books .....	11,700	0.02		
Optical goods, total .....			72,800	0.10
Paints, varnishes and glass, total .....			254,200	0.34
Paints, varnishes, lacquers .....	241,400	0.32		
Glass and painters' supplies .....	12,800	0.02		
Radio parts and accessories .....			(nil)	
Seeds, bulbs, nursery stock, total .....			154,800	0.21
Shoes and other footwear, total .....			907,000	1.23
Men's and boys' .....	7,600	0.01		
Women's and misses' .....	359,200	0.49		
Children's and infants' .....	30,900	0.04		
Rubbers and overshoes .....	163,000	0.22		
All other footwear, slippers, etc. ....	346,300	0.47		

Table 5.--Variety Store Chains, Commodity Sales, 1941--(Concl'd)

Analysis of Sales Classified by Commodities--(Concl'd)

Commodity	Item Totals		Group Totals	
	Amount	%	Amount	%
	\$		\$	
Stationery, books and magazines, total .....			4,910,300	6.64
Toilet articles and supplies, total .....			6,544,700	8.86
Toilet preparations and cosmetics, in-				
cluding perfumes, powders, soaps,				
(shaving) .....	6,366,400	8.62		
Toilet articles (including brushes and				
brush sets, combs, mirrors .....	178,300	0.24		
Toys, games and wheel goods .....			3,137,500	4.24
Wallpaper .....			5,200	0.01
Miscellaneous merchandise .....			2,261,400	3.06
Receipts from sale of meals and lunches ....			4,249,700	5.75
Receipts from repairs and services .....			38,600	0.05



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Minister of Trade and Commerce

**CANADA**

**DOMINION BUREAU OF STATISTICS**

**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**

**VARIETY STORE CHAINS**

**IN**

**CANADA**

**1943**



OTTAWA  
1944

Price 25 cents



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DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
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Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.  
Chief, Merchandising and Services Branch: A.C. Steedman, B.A.

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Series 1943  
No. 5

Price 25 cents

VARIETY STORE CHAINS, 1943

Stable conditions in recent years in the variety chain field with little or no change in the number or identity of firms or stores or in the volume of business transacted constitutes the outstanding feature of the results of a survey of this trade compiled by the Merchandising and Services branch of the Bureau of Statistics. There were 19 chain companies operating in Canada in 1943 and these had 521 stores with \$84,366,200 sales; a volume of business practically unchanged from the \$84,319,200 worth of business conducted by the same 19 companies through 523 outlets in 1942. Sales in 1943 were 13.8 per cent higher than in 1941 when there were 20 companies with 532 stores and \$74,179,100 sales. A marked expansion in the variety chain field characterized the decade prior to the beginning of the war, an expansion which was continued at even greater pace during 1940 and 1941. Sales in 1943 were more than double the volume of business transacted by this type of outlet in 1930, the first year for which figures are available.

Wages paid to store employees amounted to \$10,275,800 in 1943 compared with \$9,859,800 in 1942. Inventories held by variety chains were valued at \$11,755,900 at the end of 1943 and at \$11,612,100 at the close of the preceding year. The inventory figure as on December 31, 1943, consisted of store stocks valued at \$9,836,500 and warehouse inventories of \$1,919,400.

Variety chain sales in Prince Edward Island gained 15.6 per cent between 1942 and 1943 while an increase of 9.4 per cent was recorded in Alberta. The abnormal increase in the former province reflects the part year operation in 1942 of one of the three stores comprising the group of stores. The major portion of the Alberta increase may be attributed to Edmonton where a major gain of 17.3 per cent was recorded.

With the exceptions noted above the horizontal trend in variety chain sales between 1942 and 1943 extended to all parts of the country. British Columbia sales were 3.2 per cent lower in 1943 than in 1942 while Saskatchewan and Manitoba both reported minor gains of about 3 per cent. Sales in the other provinces in 1943 varied by less than two per cent from the volume of business transacted in 1942.

Hull, Quebec and Verdun were the only cities of 30,000 population or over in addition to Edmonton to record a gain of as much as 5 per cent in sales over 1942. Decreases ranging from 5 to 9 per cent were reported in Vancouver, Fort William, Hamilton, London, St. Catharines and Sherbrooke. Minor changes characterized the trend in the other larger urban centres.

The variety store field is predominantly an urban development with approximately 40 per cent of the total trade transacted in cities of 100,000 population or more. Another 23.7 per cent of the trade for 1943 was transacted in places of from 30,000 to 100,000 population, 21.7 per cent in places of from 10,000 to 30,000 and 14.4 per cent in places of less than 10,000 persons.



Variety chain outlets with annual sales of between \$100,000 and \$200,000 constitute the most common size class. Of the 521 stores operated by variety chains in 1943 there were 191 in this group and these accounted for 32.1 per cent of the total sales. There were 4 stores each having annual sales of \$1,000,000 or more and another 21 outlets with annual sales of between \$500,000 and \$1,000,000. Together these two groups accounted for 22.3 per cent of the total variety chain business. There were 47 stores each with annual sales of less than \$30,000. Some of these represent stores in operation for only part of the year.

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Table I -- Number of Variety Chains, Stores and Total Sales, by years  
1930, 1937 and 1941-1943

	1 9 3 0	1 9 3 7	1 9 4 1	1 9 4 2	1 9 4 3
Number of Chains .....	15	14	20	19	19
Number of stores .....					
Maximum .....	327	437	532	523	521
Average (1) .....	313	422	(2)	521	520
Total sales (retail) .....	\$39,383,600	\$46,323,400	\$74,179,100	\$84,319,200	\$84,366,200
Chain Sales index (1930=100) .....	100.0	117.6	188.4	214.1	214.2
Percentage change in sales from preceding year .....	-	+ 11.8	+ 22.2	+ 13.7	+ 0.1

(1) Obtained by averaging the numbers at beginning, middle and end of year.

(2) not available.

Table II -- Number of Chains, Stores, Total Sales, Average sales per store,  
Salaries and Wages and Stocks, 1942 and 1943

	1 9 4 2	1 9 4 3
Number of chains .....	19	19
Number of Stores -		
Maximum .....	523	521
Average .....	521	520
Total Sales (retail) .....	\$84,319,200	\$84,366,200
Average sales per store .....	\$ 161,841	\$ 162,243
Per cent change from preceding year .....	+ 16.07	+ 0.25
Salaries and wages paid to store employees .....	\$ 9,859,800	\$10,275,800
Stocks on hand, end of year, at cost -		
in stores .....	\$ 9,584,900	\$ 9,836,500
in warehouses .....	\$ 2,027,200	\$ 1,919,400
Total stocks on hand .....	\$11,612,100	\$11,755,900

Table III - Variety chains, <sup>1</sup> Maximum Number of Stores and Sales by Provinces  
1930 and 1941 - 1943

		1930	1941	1942	1943	Percent Change in Sales 1942-1943
Canada, total	Chains	15	20	19	19	
	Stores	327	532	523	521	
	Sales	\$39,383,600	\$74,179,100	\$84,319,200	\$84,366,200	+ 0.1
British Columbia	Chains	3	3	3	3	
	Stores	21	22	22	22	
	Sales	\$ 2,769,700	\$ 4,161,500	\$ 4,703,400	\$ 4,553,400	- 3.2
Alberta	Chains	3	5	5	5	
	Stores	8	13	13	13	
	Sales	\$ 1,708,900	\$ 3,453,800	\$ 3,649,300	\$ 3,993,800	+ 9.4
Saskatchewan	Chains	3	3	3	3	
	Stores	12	17	17	17	
	Sales	\$ 1,713,800	\$ 2,598,500	\$ 2,806,500	\$ 2,900,400	+ 3.3
Manitoba	Chains	4	5	5	5	
	Stores	9	15	15	15	
	Sales	\$ 1,434,800	\$ 2,426,300	\$ 2,986,100	\$ 3,066,400	+ 2.7
Ontario	Chains	9	16	15	15	
	Stores	152	275	270	270	
	Sales	\$18,408,300	\$33,784,300	\$37,703,000	\$37,170,000	- 1.4
Quebec	Chains	11	13	13	13	
	Stores	101	131	127	125	
	Sales	\$ 9,949,700	\$17,688,600	\$21,144,000	\$21,345,300	+ 1.0
New Brunswick	Chains	3	7	7	7	
	Stores	6	24	24	24	
	Sales	(x)	\$ 3,593,200	\$ 3,977,800	\$ 3,966,600	- 0.3
Nova Scotia	Chains	2	5	5	5	
	Stores	16	32	32	32	
	Sales	(x)	\$ 6,030,900	\$ 6,922,400	\$ 6,877,000	- 0.7
Prince Edward Island	Chains	2	3	3	3	
	Stores	2	3	3	3	
	Sales	(x)	\$ 442,000	\$ 426,700	\$ 493,300	+ 15.6

(x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals)

Table IV -- Variety Chain Stores and Sales by Provinces and Principal Cities, 1942 and 1943

	Number of Stores (Maximum)		Value of Sales (Retail)		Per cent of change 1942-1943
	1942	1943	1942	1943	
			\$	\$	
CANADA, Total .....	523	521	84,319,200	84,366,200	+ 0.1
Places 30,000 and over .....	219	217	54,037,100	53,939,400	- 0.2
Places under 30,000 .....	304	304	30,282,100	30,426,800	+ 0.5
British Columbia .....	22	22	4,703,400	4,553,400	- 3.2
Places 30,000 and over .....	12	12	3,493,400	3,343,600	- 4.3
Vancouver .....	9	9	2,548,200	2,389,300	- 6.2
Victoria .....	3	3	945,200	954,300	+ 1.0
Places under 30,000 .....	10	10	1,210,000	1,209,800	- 0.02
Alberta .....	13	13	3,649,300	3,993,800	+ 9.4
Places 30,000 and over .....	7	7	2,820,100	3,114,800	+ 10.4
Calgary .....	3	3	1,100,500	1,098,200	- 0.2
Edmonton .....	4	4	1,719,600	2,016,600	+ 17.3
Places under 30,000 .....	6	6	829,200	879,000	+ 6.0
Saskatchewan .....	17	17	2,806,500	2,900,400	+ 3.3
Places 30,000 and over .....	6	6	1,595,100	1,614,800	+ 1.2
Regina .....	3	3	894,800	917,500	+ 2.5
Saskatoon .....	3	3	700,300	697,300	- 0.4
Places under 30,000 .....	11	11	1,211,400	1,285,600	+ 6.1
Manitoba .....	15	15	2,986,100	3,066,400	+ 2.7
Places over 30,000 .....	6	6	2,213,900	2,262,900	+ 2.2
Winnipeg .....	6	6	2,213,900	2,262,900	+ 2.2
Places under 30,000 .....	9	9	772,200	803,500	+ 4.1
Ontario .....	270	270	37,703,000	37,170,000	- 1.4
Places over 30,000 .....	101	101	23,051,000	22,586,900	- 2.0
Brantford .....	4	4	838,300	821,200	- 2.0
Port William .....	4	4	689,900	641,600	- 7.0
Hamilton .....	9	9	3,072,600	2,828,500	- 7.9
Kingston .....	4	4	932,000	927,500	- 0.5
Kitchener .....	5	5	938,900	904,100	- 3.7
London .....	4	4	1,689,200	1,595,400	- 5.6
Ottawa .....	13	13	3,815,400	3,847,000	+ 0.8
St. Catharines .....	4	4	1,129,000	1,033,400	- 8.5
Sudbury .....	3	3	912,600	923,400	+ 1.2
Toronto .....	46	46	7,241,500	7,269,500	+ 0.4
Windsor .....	5	5	1,791,600	1,795,300	+ 0.2
Places under 30,000 .....	169	169	14,652,000	14,583,100	- 0.5
Quebec .....	127	125	21,144,000	21,345,300	+ 1.0
Places over 30,000 .....	78	76	16,070,900	16,333,300	+ 1.2
Hull .....	3	3	271,800	287,500	+ 5.8



Table IV -- Variety Chain Stores and Sales by Provinces and Principal Cities,  
1942 and 1943 -(Concluded)

	Number of Stores (Maximum)		Value of Sales (Retail)		Per cent of change 1942-1943
	1942	1943	1 9 4 2	1 9 4 3	
			\$	\$	
Quebec - (Concluded)					
Montreal .....	49	48	9,443,400	9,560,400	+ 1.2
Quebec .....	13	12	3,742,000	3,967,400	+ 6.0
Sherbrooke .....	4	4	1,082,400	1,020,400	- 5.7
Three Rivers .....	5	5	1,034,100	995,100	- 3.8
Verdun .....	4	4	497,200	502,500	+ 6.5
Places under 30,000 .....	49	49	5,073,100	5,012,000	- 1.2
Maritime Provinces .....	59	59	11,326,900	11,336,900	+ 0.1
Places over 30,000 .....	9	9	4,792,700	4,683,100	- 2.3
Saint John .....	4	4	1,599,100	1,594,200	- 0.3
Halifax .....	5	5	3,193,600	3,088,900	- 3.3
Places under 30,000 .....	50	50	6,534,200	6,653,800	+ 1.8

Table Va -- Variety Store Chains 1942, Stores and Sales Classified by Provinces and Size of Locality

Province	ALL LOCALITIES				Stores and sales in places with population of --					
	Stores	Sales		Per cent	Over 100,000		30,000-100,000			
		Value	\$		Stores	Sales		% of total chain sales	% of total chain sales	
CANADA, Total	523	24,319,200		100.0	150	33,868,600	40.2	69	20,170,700	23.9
British Columbia	22	4,703,400		100.0	9	2,548,200	54.2	3	945,200	20.1
Alberta	13	3,649,300		100.0	-	-	-	7	2,830,100	77.3
Saskatchewan	17	2,806,500		100.0	-	-	-	6	1,595,100	56.8
Manitoba	15	2,986,100		100.0	6	2,213,900	74.1	-	-	-
Ontario	270	37,703,000		100.0	73	15,921,100	42.2	28	7,132,100	18.9
Quebec	127	21,144,000		100.0	62	13,185,400	62.4	16	2,885,600	13.6
New Brunswick	24	3,977,800		100.0	-	-	-	4	1,599,100	40.2
Nova Scotia	32	6,922,400		100.0	-	-	-	5	3,193,600	46.1
Prince Edward Is.	3	426,700		100.0	-	-	-	-	-	-
Stores and sales in places with population of --										
Province	10,000-30,000				Less than 10,000			% of total chain sales		
	Stores	Sales	\$	% of total chain sales	Stores	Sales	\$	% of total chain sales		
CANADA, Total	127	18,222,200		21.6	177	12,057,700		14.3		
British Columbia	3	(x)		(x)	7	(x)		(x)		
Alberta	4	(x)		(x)	2	(x)		(x)		
Saskatchewan	4	(x)		(x)	7	(x)		(x)		
Manitoba	2	(x)		11.9	7	417,000		14.0		
Ontario	63	8,940,500		23.7	106	5,703,300		15.2		
Quebec	56	4,082,100		19.3	13	985,000		4.7		
New Brunswick	6	1,341,800		33.7	14	1,036,900		26.1		
Nova Scotia	7	1,406,900		20.3	20	2,321,900		33.6		
Prince Edward Island	2	(x)		(x)	1	(x)		(x)		

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Table 7b -- Variety Store Chains 1943, Stores and Sales Classified by Provinces and Size of Locality

Province	ALL LOCALITIES				Stores and sales in places with population of --					
	Stores	Sales		Per cent	Over 100,000		30,000-100,000			
		Value	\$		Stores	Sales	% of total chain sales	Stores	Sales	% of total chain sales
CANADA. Total .	521	84,366,200		100.0	148	33,920,300	40.2	69	20,026,300	23.7
British Columbia .	22	4,553,400		100.0	9	2,383,300	52.5	3	954,300	21.0
Alberta .....	13	3,993,800		100.0	-	-	-	7	3,114,800	78.0
Saskatchewan .....	17	2,900,400		100.0	-	-	-	6	1,614,800	55.7
Manitoba .....	15	3,066,400		100.0	6	2,262,900	73.8	-	-	-
Ontario .....	270	37,170,000		100.0	73	15,740,300	42.4	28	6,853,800	18.4
Quebec .....	125	21,345,300		100.0	60	13,527,500	63.4	16	2,805,500	13.2
New Brunswick .....	24	3,966,600		100.0	-	-	-	4	1,594,200	40.2
Nova Scotia .....	32	6,877,000		100.0	-	-	-	5	3,088,900	44.9
Prince Edward Is. .	3	493,300		100.0	-	-	-	-	-	-

Province	Stores and sales in places with population of				Stores and sales in places with population of			
	10,000-30,000				less than 10,000			
	Stores	Sales \$	% of total chain sales	Stores	Sales \$	% of total chain sales		
CANADA, Total .	127	18,242,400	21.7	177	12,177,200	14.4		
British Columbia ..	3	(x)	(x)	7	(x)	(x)		
Alberta .....	4	(x)	(x)	2	(x)	(x)		
Saskatchewan .....	4	(x)	(x)	7	(x)	(x)		
Manitoba .....	2	(x)	11.3	7	455,600	14.9		
Ontario .....	63	8,859,600	23.8	106	5,716,300	15.4		
Quebec .....	36	4,041,200	18.9	13	970,800	4.5		
New Brunswick .....	6	1,598,500	35.3	14	974,100	24.5		
Nova Scotia .....	7	1,374,100	20.0	20	2,414,000	35.1		
Prince Edward Is. .	2	(x)	(x)	1	(x)	(x)		

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Table VI --- Variety Chain Units Classified According to Amount of Annual Sales, 1942 and 1943

Size of Business	1942				1943			
	Number of Stores	Value of Sales	Per cent of total sales	Cumulative per cent	Number of Stores	Value of Sales	Per cent of total sales	Cumulative per cent
CANADA, Total .....	523	\$ 84,319,200	100.00	-	521	\$ 84,366,200	100.00	-
Chain units having sales of --								
\$1,000,000 and over	4	{ 18,341,000	21.75	21.75	4	{ 18,815,700	22.30	22.30
\$500,000 to \$999,999 ..	20	12,656,900	15.01	36.76	21	11,505,500	13.64	35.94
\$300,000 to \$499,999 ..	33	15,613,400	18.52	55.28	30	15,194,100	18.01	53.95
\$200,000 to \$299,999 ..	64	25,418,200	30.15	85.43	62	27,118,200	32.14	86.09
\$100,000 to \$199,999 ..	181	9,468,700	11.23	96.66	191	9,072,000	10.75	96.84
\$50,000 to \$99,999 ..	124	1,711,000	2.03	98.69	121	1,735,700	2.06	98.90
\$30,000 to \$49,999 ..	44	822,100	0.97	99.66	45	665,100	0.79	99.69
\$20,000 to \$29,999 ..	31	243,800	0.29	99.95	25	202,600	0.24	99.93
\$10,000 to \$19,999 ..	16	41,400	0.05	100.00	14	50,900	0.06	99.99
\$5,000 to \$9,999 ..	5		(1)	-	6	6,400	0.01	100.00
Less than \$5,000 ..	1	2,700			2			

(1) Less than .05 per cent.



LIST OF VARIETY STORE CHAINS IN CANADA.

Beamish, The R. A. Stores, Co.,	703 Bank St.,	Ottawa, Ontario.
Chainway Stores Ltd.,	Fleet & Bathurst	Toronto, Ont.
David, Joseph	61 Canada St.,	Edmunston, N.B.
Farmer, J.D., Magasins	373 rue St. Paul O.,	Montreal, Que.
Federal 5-10-15 cent to \$1.00 Stores, Ltd.,	1181 St. Catherine	Montreal, Que
	St., W.,	
Grigg, The Co.,		Orangeville, Ont.
Kirby's Stores	35 Main St.,	Weston, Ont.
Kresge, S. S. Co., Ltd.,	Room 1300, 507	Montreal, Que.
	Place d'Armes	
McCool, A. W.	1606 & 1608 Gerrard	Toronto, Ont.
	St.	
Metropolitan Stores, Ltd.,	136 Dundas St.,	London, Ont.
Mirwin's Stores, Ltd.,	James St.,	Wallaceburg, Ont.
People's 5-10-15 cent to \$1.00 Stores, Ltd.,	1372 St. Catherine	Montreal, Que.
	St., W.,	
The Regent 5 cent to \$1.00 Stores, Ltd.,	319 Notre Dame St., E.	Montreal, Que.
Rosby, S. Inc.,	3979 Ontario St., E.,	Montreal, Que.
Stedman 5 cent to \$1.00 Stores	27 Wellington St.,	Toronto, Ont.
United 5 cent to \$1.00 Stores of Can. Ltd.,	3791 Notre Dame St., W.	Montreal, Que.
Variety 5 cent to \$1.00 Stores Ltd.,	4505 Papineau St.,	Montreal, Que.
Woolworth, F.W. Co., Ltd.,	357 Bay St.,	Toronto, Ont.
Zeller's, Ltd.,	1253 McGill College	Montreal, Que.
	Ave.,	

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63-D-30

MERCHANDISING FILE "V"

Published by Authority of the Hon. James A. MacKINNON, M.P.,  
Minister of Trade and Commerce

**CANADA**

**DOMINION BUREAU OF STATISTICS**

**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**

---

**VARIETY STORE CHAINS**

**IN**

**CANADA**

**1944**

---



**OTTAWA**  
**1945**

**Price 25 cents**





DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
MERCHANDISING AND SERVICES BRANCH  
OTTAWA, CANADA

---

Acting Dominion Statistician: Herbert Marshall, B.A., F.S.S.  
Chief, Merchandising and Services Branch: A. C. Steedman, B.A.

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Series 1944  
No. 6

Price 25 cents.

VARIETY STORE CHAINS, 1944

Improvement in the supply situation with respect to at least some commodities sold by variety store chains is reflected in results of the annual survey of this field for 1944 conducted by the Merchandising and Services Branch of the Bureau of Statistics. There were 18 chain companies (four stores or more under the same ownership are considered as chains) operating in Canada in 1944 and these had 515 stores and \$88,568,800 sales, an increase of 5.0 per cent over the volume of business transacted by 19 chain companies operating 521 stores in 1943. Variety chain store sales were 72 per cent higher in 1944 than in 1939 and were 125 per cent higher than in 1930, the earliest year for which these data are available.

Wages paid to store employees totalled \$10,737,600 in 1944 compared with \$10,275,800 in 1943 and \$9,859,800 in 1942. Inventories on hand at the end of 1944 totalled \$10,397,000, of which \$8,885,500 represented store stocks and \$1,511,500 represented warehouse inventories. Corresponding total inventories for earlier years were \$11,755,900 for 1943 and \$11,612,100 for 1942.

Variety chain sales in Saskatchewan were 10.6 per cent higher in 1944 than in 1943. Trends between the two years for all other provinces were fairly uniform ranging from a 2.6 per cent increase in British Columbia to a gain of 6.8 per cent in Manitoba.

Sales statistics for individual cities of 30,000 population or over reveal no pronounced trends. All cities recorded increased sales but in only four instances did the increase amount to as much as 10 per cent. Kingston sales were up 13.9 per cent; 11.6 per cent gains were recorded by both Fort William and Sherbrooke while sales in Saskatoon were up by 10.1 per cent. Combined sales for all cities of 30,000 population or over were 5.4 per cent higher in 1944 than in 1943 while the corresponding increase for the smaller localities was quite similar at 4.3 per cent.

Almost 24 per cent of the business of all variety chain stores in 1944 was transacted by 28 large outlets, each having annual sales in excess of \$500,000. Annual sales per store ranging between \$100,000 and \$199,999 was common in the variety chain store field in 1944. There were 186 individual stores in this size class in 1944 and these had sales of \$26,710,600 or 30.2 per cent of the total for the trade.

Table 1 -- Number of Variety Chains, Stores and Total Sales, by Years  
1930 and 1941-1944

	1930	1941	1942	1943	1944
Number of chains .....	15	20	19	19	18
Number of stores -					
Maximum .....	327	532	523	521	515
Average (1) .....	313	(2)	521	520	514
Total sales (retail) ....(\$)	39,383,600	74,179,100	84,319,200	84,366,200	88,568,800
Chain sales index (1930=100)	100.0	188.4	214.1	214.2	224.9
Percentage change in sales from preceding year .....	-	+22.2	+13.7	+ 0.1	+ 5.0

(1) Obtained by averaging the numbers at beginning, middle and end of year.

(2) Not available.

Table 11 -- Number of Chains, Stores, Total Sales, Average Sales Per Store  
Salaries and Wages and Stocks, 1942, 1943 and 1944

	1942	1943	1944
Number of chains .....	19	19	18
Number of stores -			
Maximum .....	523	521	515
Average .....	521	520	514
Total sales (retail) .....	\$84,319,200	\$84,366,200	\$88,568,800
Average sales per store .....	\$ 161,841	\$ 162,243	\$ 172,313
Per cent change from preceding year .....	+16.07	+0.25	+6.21
Salaries and wages paid to store employees .	\$ 9,859,800	\$10,275,800	\$10,737,600
Stocks on hand, end of year, at cost -			
In stores .....	\$ 9,584,900	\$ 9,836,500	\$ 8,885,500
In warehouses .....	\$ 2,027,200	\$ 1,919,400	\$ 1,511,500
Total stocks on hand .....	\$11,612,100	\$11,755,900	\$10,397,000

**Table 111 -- Variety Chains, Maximum Number of Stores and Sales by Provinces**  
**1930 and 1942 - 1944**

	1 9 3 0	1 9 4 2	1 9 4 3	1 9 4 4	Per cent Change in Sales 1943-1944
Canada, Total - Chains	15	19	19	18	
Stores	327	523	521	515	
Sales	\$39,383,600	\$84,319,200	\$84,366,200	\$88,568,800	+ 5.0
British Columbia - Chains	3	3	3	3	
Stores	21	22	22	22	
Sales	\$ 2,769,700	\$ 4,703,400	\$ 4,553,400	\$ 4,672,900	+ 2.6
Alberta - Chains	3	5	5	5	
Stores	8	13	13	13	
Sales	\$ 1,708,900	\$ 3,649,300	\$ 3,993,800	\$ 4,110,000	+ 2.9
Saskatchewan - Chains	3	3	3	3	
Stores	12	17	17	17	
Sales	\$ 1,713,800	\$ 2,806,500	\$ 2,900,400	\$ 3,206,400	+10.6
Manitoba - Chains	4	5	5	5	
Stores	9	15	15	15	
Sales	\$ 1,434,800	\$ 2,986,100	\$ 3,066,400	\$ 3,275,900	+ 6.8
Ontario - Chains	9	15	15	15	
Stores	152	270	270	268	
Sales	\$18,408,300	\$37,703,000	\$37,170,000	\$38,741,000	+ 4.2
Quebec - Chains	11	13	13	13	
Stores	101	127	125	125	
Sales	\$ 9,949,700	\$21,144,000	\$21,345,300	\$22,649,400	+ 6.1
New Brunswick - Chains	3	7	7	6	
Stores	6	24	24	20	
Sales	(x)	\$ 3,977,800	\$ 3,966,600	\$ 4,100,500	+ 3.4
Nova Scotia - Chains	2	5	5	5	
Stores	16	32	32	32	
Sales	(x)	\$ 6,922,400	\$ 6,877,000	\$ 7,286,700	+ 6.0
Prince Edward Island - Chains	2	3	3	3	
Stores	2	3	3	3	
Sales	(x)	\$ 426,700	\$ 493,300	\$ 526,000	+ 6.6

(x) Indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Table IV -- Variety Chain Stores and Sales by Provinces and Principal Cities,  
1943 and 1944

	Number of Stores (Maximum)		Value of Sales (Retail)		Per cent of change 1943-1944
	1943	1944	1 9 4 3	1 9 4 4	
CANADA, Total .....	521	515	\$ 84,366,200	\$ 88,568,800	+ 5.0
Places 30,000 and over ...	217	217	53,939,400	56,834,400	+ 5.4
Places under 30,000 .....	304	298	30,426,800	31,734,400	+ 4.3
British Columbia .....	22	22	4,853,400	4,672,900	+ 2.6
Places 30,000 and over ...	12	12	3,343,600	3,376,000	+ 1.0
Vancouver .....	9	9	2,389,300	2,415,700	+ 1.1
Victoria .....	3	3	954,300	960,300	+ 0.6
Places under 30,000 .....	10	10	1,209,800	1,296,900	+ 7.2
Alberta .....	13	13	3,993,800	4,110,000	+ 2.9
Places 30,000 and over ...	7	7	3,114,800	3,177,300	+ 2.0
Calgary .....	3	3	1,098,200	1,150,000	+ 4.7
Edmonton .....	4	4	2,016,600	2,027,300	+ 0.5
Places under 30,000 .....	6	6	879,000	932,700	+ 6.1
Saskatchewan .....	17	17	2,900,400	3,206,400	+10.6
Places 30,000 and over ...	6	6	1,614,800	1,758,900	+ 8.9
Regina .....	3	3	917,500	991,500	+ 8.1
Saskatoon .....	3	3	697,300	767,400	+10.1
Places under 30,000 .....	11	11	1,285,600	1,447,500	+12.6
Manitoba .....	15	15	3,066,400	3,275,900	+ 6.8
Places over 30,000 .....	6	6	2,262,900	2,425,800	+ 7.2
Winnipeg .....	6	6	2,262,900	2,425,800	+ 7.2
Places under 30,000 .....	9	9	803,500	850,100	+ 5.8
Ontario .....	270	268	37,170,000	38,741,000	+ 4.2
Places over 30,000 .....	101	101	22,586,900	23,622,400	+ 4.6
Brantford .....	4	4	821,200	828,200	+ 0.9
Fort William .....	4	4	641,600	716,200	+11.6
Hamilton .....	9	9	2,828,500	2,907,100	+ 2.8
Kingston .....	4	4	927,500	1,056,200	+13.9
Kitchener .....	5	5	904,100	955,700	+ 5.7
London .....	4	4	1,535,100	1,647,600	+ 3.3
Ottawa .....	13	13	3,817,000	4,011,100	+ 4.3
St. Catherines .....	4	4	1,033,400	1,044,300	+ 1.1
Sudbury .....	3	3	923,400	955,800	+ 3.5
Toronto .....	46	46	7,233,500	7,615,300	+ 4.8
Windsor .....	5	5	1,795,300	1,884,900	+ 5.0
Places under 30,000 .....	169	167	14,583,100	15,118,600	+ 3.7

Table IV -- Variety Chain Stores and Sales by Provinces and Principal Cities,  
1943 and 1944 (Concluded)

	Number of Stores (Maximum)		Value of Sales (Retail)		Per cent of change 1943-1944
	1943	1944	1 9 4 3	1 9 4 4	
Quebec .....	125	125	\$ 21,345,300	\$ 22,649,400	+ 6.1
Places over 30,000 .....	76	76	16,333,300	17,535,400	+ 7.4
Hull .....	3	3	287,500	307,300	+ 6.9
Montreal .....	48	48	9,560,400	10,191,800	+ 6.6
Quebec .....	12	12	3,267,400	4,297,900	+ 8.3
Sherbrooke .....	4	4	1,020,400	1,139,200	+11.6
Three Rivers .....	5	5	995,100	1,053,000	+ 5.8
Verdun .....	4	4	502,500	546,200	+ 8.7
Places under 30,000 .....	49	49	5,012,000	5,114,000	+ 2.0
Maritime Provinces ..	59	55	11,336,900	11,913,200	+ 5.1
Places over 30,000 .....	9	9	4,683,100	4,938,600	+ 5.5
Saint John .....	4	4	1,594,200	1,685,900	+ 5.8
Halifax .....	5	5	3,088,900	3,252,700	+ 5.3
Places under 30,000 .....	50	46	6,653,800	6,974,600	+ 4.8



Table V -- Variety Chain Units Classified According to Amount of Annual Sales, 1943 and 1944

Size of Business	1943				1944			
	Number of stores	Value of sales	Per cent of total sales	Cumulative per cent	Number of stores	Value of sales	Per cent of total sales	Cumulative per cent
CANADA, Total .....	521	\$ 84,366,200	100.00	-	515	\$ 88,563,800	100.00	-
Chain units having sales of:--								
\$1,000,000 and over	4	) 18,815,700	22.30	22.30	4	) 21,176,700	23.91	23.91
\$500,000 to \$999,999 .	21	) 11,505,500	13.64	35.94	24	) 13,200,300	14.90	36.81
\$300,000 to \$499,999 .	30	15,194,100	18.01	53.95	35	15,719,100	17.75	56.56
\$200,000 to \$299,999 .	62	27,118,200	32.14	86.09	64	26,710,600	30.16	86.72
\$100,000 to \$199,999 .	191	9,072,000	10.75	96.84	186	9,365,900	10.60	97.32
\$50,000 to \$99,999 .	121	1,735,700	2.06	98.90	123	1,666,200	1.88	99.20
\$30,000 to \$49,999 .	45	665,100	0.79	99.69	44	514,400	0.58	99.78
\$20,000 to \$29,999 .	25	202,600	0.24	99.93	20	153,900	0.17	99.95
\$10,000 to \$19,999 .	14	50,900	0.06	99.99	10	41,700	0.05	100.00
\$5,000 to \$9,999 .	6				5			
Less than \$5,000 .	2	6,400	0.01	100.00	-			

LIST OF VARIETY STORE CHAINS IN CANADA

1944

Beamish, The R.A. Stores Co.,	703 Bank Street,	Ottawa, Ontario.
Chainway Stores, Ltd.,	Fleet & Bathurst Sts.,	Toronto, Ont.
Federal 5-10-15 cent to \$1.00 Stores, Ltd.,	1181 St. Catherine St.,	
	W.,	Montreal, P.Q.
Grigg, The Co.,		Orangeville, Ont.
Kirby's Stores		Weston, Ont.
Kresge, S.S. Co., Ltd.,	35 Main Street,	
	Room 1300,	
	507 Place d'Armes,	Montreal, P.Q.
La Cie, J.D.T. Ltée.,	373 rue St. Paul, O.,	Montreal, P.Q.
McCool, A.W.	1606-1608 Gerrard St.,	Toronto, Ont.
Metropolitan Stores, Ltd.,	136 Dundas St.,	London, Ont.
Mirwin's Stores, Ltd.,	James Street,	Wallaceburg, Ont.
People's 5-10-15 cent to \$1.00 Stores, Ltd.,	1372 St. Catherine St.,	Montreal, P.Q.
The Regent 5 cent to \$1.00 Stores, Ltd.,	319 Notre Dame St., E.,	Montreal, P.Q.
Rossy, S. Inc.	3979 Ontario St., E.,	Montreal, P.Q.
Stedman Bros., Ltd.,	27 Wellington St.,	Toronto, Ont.
United 5 cent to \$1.00 Stores of Canada, Ltd.,		
Variety 5 cent to \$1.00 Stores, Ltd.,	3791 Notre Dame St., W.,	Montreal, P.Q.
Woolworth, F.W. Co., Ltd.,	4505 Papineau St.,	Montreal, P.Q.
Zeller's, Ltd.,	357 Bay Street,	Toronto, Ont.
	1253 McGill College Ave.,	Montreal, P.Q.



63-D-30

DEPT. OF POLITICAL SCIENCE

UNIVERSITY OF TORONTO

Published by Authority of the Hon. James A. MacKINNON, M.P.,  
Minister of Trade and Commerce

**CANADA**

**DOMINION BUREAU OF STATISTICS**

**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**

**VARIETY STORE CHAINS**

**IN**

**CANADA**

**1945**



OTTAWA  
1946

Price 25 cents





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DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
MERCHANDISING AND SERVICES SECTION  
OTTAWA, CANADA

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Series 1945  
No. 4

16-1080

VARIETY STORE CHAINS, 1945

There were 19 variety store chains operating in Canada in 1945 and these had 521 stores with \$95,998,200 sales, an increase of 8.4 per cent above the volume of business transacted by 18 chains with 515 stores in the preceding year. The index of sales on the base 1930=100 stands at 243.8 for 1945 compared with 224.9 for 1944.

Wages paid to store employees totalled \$11,505,200 in 1945 compared with \$10,737,600 in 1944. Stocks on hand at the end of the year 1945 at cost value amounted to \$10,764,600 compared with \$10,397,000 at the end of 1944. The year-end inventories at the end of 1945 were comprised of store inventories of \$9,008,400 and warehouse inventories of \$1,756,200.

All provinces reported minor increases in sales in 1945 compared with 1944, gains ranging from 3.7 per cent in Nova Scotia to 10.5 per cent in Ontario being recorded. Results for cities of 30,000 population or over for which separate figures are compiled show increases ranging as high as 16.4 per cent for Kitchener. Increases for some of the larger cities amounted to 8.0 per cent for Vancouver, 4.9 per cent for Winnipeg, 12.0 per cent for Toronto and 7.9 per cent for Montreal.

About 25 per cent of the total volume of business was transacted by 29 large stores, each having annual sales of \$500,000 or over. Another 18.6 per cent of the business was transacted by 48 stores each having annual sales lying between \$300,000 and \$499,999. The interval between \$100,000 and \$199,999 was the most common size category, there being 190 stores in this group.

Table 1. -- Number of Variety Chains, Stores and Total Sales, by Years  
1930 and 1942-1945

	1 9 3 0	1 9 4 2	1 9 4 3	1 9 4 4	1 9 4 5
Number of chains .....	15	19	19	18	19
Number of stores -					
Maximum .....	327	523	521	515	521
Average (1) .....	313	521	520	514	515
Total sales (retail) ....(\$)	39,383,600	84,319,200	84,366,200	88,568,800	95,998,200
Chain sales index (1930=100)	100.0	214.1	214.2	224.9	243.8
Percentage change in sales from preceding year ....	-	+13.7	+ 0.1	+ 5.0	+ 8.4

(1) Obtained by averaging the numbers at beginning, middle and end of year.

Table 11. -- Number of Chains, Stores, Total Sales, Average Sales Per Store,  
Salaries and Wages and Stocks, 1943-1945

	1 9 4 3	1 9 4 4	1 9 4 5
Number of chains .....	19	18	19
Number of stores			
Maximum .....	521	515	521
Average .....	520	514	515
Total sales (retail) .....	\$84,366,200	\$88,568,800	\$95,998,200
Average sales per store .....	\$ 162,243	\$ 172,313	\$ 184,258
Per cent change from preceding year .....	+0.25	+6.21	+6.93
Salaries and wages paid to store employees .	\$10,275,800	\$10,737,600	\$11,505,200
Stocks on hand, end of year, at cost -			
In stores .....	\$ 9,836,500	\$ 8,885,500	\$ 9,008,400
In warehouses .....	\$ 1,919,400	\$ 1,511,500	\$ 1,756,200
Total stocks on hand .....	\$11,755,900	\$10,397,000	\$10,764,600

Table 111. -- Variety Chains, Maximum Number of Stores and Sales by Provinces  
1930 and 1943-1945

	1 9 3 0	1 9 4 3	1 9 4 4	1 9 4 5	Per cent change in sales 1944-1945
Canada, Total - Chains	15	19	18	19	
Stores	327	521	515	521	
Sales	\$39,383,600	\$84,366,200	\$88,568,800	\$95,998,200	+ 8.4
British Columbia-Chains	3	3	3	4	
Stores	21	22	22	23	
Sales	\$ 2,769,700	\$ 4,553,400	\$ 4,672,900	\$ 5,116,400	+ 9.5
Alberta - Chains	3	5	5	5	
Stores	8	13	13	13	
Sales	\$ 1,708,900	\$ 3,993,800	\$ 4,110,000	\$ 4,274,700	+ 4.0
Saskatchewan - Chains	3	3	3	3	
Stores	12	17	17	17	
Sales	\$ 1,713,800	\$ 2,900,400	\$ 3,206,400	\$ 3,409,400	+ 6.3
Manitoba - Chains	4	5	5	5	
Stores	9	15	15	15	
Sales	\$ 1,434,800	\$ 3,066,400	\$ 3,275,900	\$ 3,413,700	+ 4.2
Ontario - Chains	9	15	15	16	
Stores	152	270	268	275	
Sales	\$18,408,300	\$37,170,000	\$38,741,000	\$42,795,800	+10.5
Quebec - Chains	11	13	13	13	
Stores	101	125	125	123	
Sales	\$ 9,949,700	\$21,345,300	\$22,649,400	\$24,472,800	+ 8.1
New Brunswick - Chains	3	7	6	6	
Stores	6	24	20	20	
Sales	(x)	\$ 3,966,600	\$ 4,100,500	\$ 4,379,200	+ 6.8
Nova Scotia - Chains	2	5	5	5	
Stores	16	32	32	32	
Sales	(x)	\$ 6,877,000	\$ 7,286,700	\$ 7,558,600	+ 3.7
Prince Edward Island - Chains	2	3	3	3	
Stores	2	3	3	3	
Sales	(x)	\$ 493,300	\$ 526,000	\$ 577,600	+ 9.8

(x) Indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Table 1V. -- Variety Chain Stores and Sales by Provinces and Principal Cities,  
1944 and 1945

	Number of Stores (Maximum)		Value of Sales (Retail)		Per cent change in sales 1944-1945
	1944	1945	1 9 4 4	1 9 4 5	
CANADA, Total .....	515	521	\$ 88,568,800	\$ 95,998,200	+ 8.4
Places 30,000 and over ...	217	223	56,834,400	61,510,300	+ 8.2
Places under 30,000 .....	298	298	31,734,400	34,487,900	+ 8.7
British Columbia ...	22	23	4,672,900	5,116,400	+ 9.5
Places 30,000 and over ...	12	12	3,376,000	3,633,100	+ 7.6
Vancouver .....	9	9	2,415,700	2,607,900	+ 8.0
Victoria .....	3	3	960,300	1,025,200	+ 6.8
Places under 30,000 .....	10	11	1,296,900	1,483,300	+14.4
Alberta .....	13	13	4,110,000	4,274,700	+ 4.0
Places 30,000 and over ...	7	7	3,177,300	3,339,100	+ 5.1
Calgary .....	3	3	1,150,000	1,238,600	+ 7.7
Edmonton .....	4	4	2,027,300	2,100,500	+ 3.6
Places under 30,000 .....	6	6	932,700	935,600	+ 0.3
Saskatchewan .....	17	17	3,206,400	3,409,400	+ 6.3
Places 30,000 and over ...	6	6	1,758,900	1,899,900	+ 8.0
Regina .....	3	3	991,500	1,064,200	+ 7.3
Saskatoon .....	3	3	767,400	835,700	+ 8.9
Places under 30,000 .....	11	11	1,447,500	1,509,500	+ 4.3
Manitoba .....	15	15	3,275,900	3,413,700	+ 4.2
Places over 30,000 .....	6	6	2,425,800	2,545,600	+ 4.9
Winnipeg .....	6	6	2,425,800	2,545,600	+ 4.9
Places under 30,000 .....	9	9	850,100	868,100	+ 2.1
Ontario .....	268	275	38,741,000	42,795,800	+10.5
Places over 30,000 .....	101	108	23,622,400	25,919,900	+ 9.7
Brantford .....	4	4	828,200	952,300	+15.0
Fort William .....	4	4	716,200	732,500	+ 2.3
Hamilton .....	9	9	2,907,100	3,234,800	+11.3
Kingston .....	4	4	1,056,200	1,060,700	+ 0.4
Kitchener .....	5	5	955,700	1,112,300	+16.4
London .....	4	4	1,647,600	1,785,500	+ 8.4
Ottawa .....	13	13	4,011,100	4,367,200	+ 8.9
St. Catharines .....	4	4	1,044,300	1,155,100	+10.9
Sudbury .....	3	3	955,800	998,300	+ 4.4
Toronto .....	46	53	7,615,300	8,528,400	+12.0
Windsor .....	5	5	1,884,900	1,989,800	+ 5.6
Places under 30,000 .....	167	167	15,118,600	16,875,900	+11.6

Table 1V. -- Variety Chain Stores and Sales by Provinces and Principal Cities,  
1944 and 1945 (Concluded)

	Number of Stores (Maximum)		Value of Sales (Retail)		Per cent change in sales 1944-1945
	1944	1945	1 9 4 4	1 9 4 5	
Quebec .....	125	123	22,649,400	24,472,800	+ 8.1
Places over 30,000 .....	76	75	17,535,400	19,058,500	+ 8.7
Hull .....	3	3	307,300	343,000	+11.6
Montreal .....	48	47	10,191,800	10,994,100	+ 7.9
Quebec .....	12	12	4,297,900	4,618,500	+ 7.5
Sherbrooke .....	4	4	1,139,200	1,303,600	+14.4
Three Rivers .....	5	5	1,053,000	1,195,300	+13.5
Verdun .....	4	4	546,200	604,000	+10.6
Places under 30,000 .....	49	48	5,114,000	5,414,300	+ 5.9
Maritime Provinces ..	55	55	11,913,200	12,515,400	+ 5.1
Places over 30,000 .....	9	9	4,938,600	5,114,200	+ 3.6
Saint John .....	4	4	1,685,900	1,759,300	+ 4.4
Halifax .....	5	5	3,252,700	3,354,900	+ 3.1
Places under 30,000 .....	46	46	6,974,600	7,401,200	+ 6.1



Table V. -- Variety Chain Units Classified According to Amount of Annual Sales, 1944 and 1945

Size of Business	1944				1945			
	Number of stores	Value of sales	Per cent of total sales	Cumulative per cent	Number of stores	Value of sales	Per cent of total sales	Cumulative per cent
CANADA, Total ...	515	\$ 88,568,800	100.00	-	521	\$ 95,998,200	100.00	-
Chain units having sales of:--								
\$1,000,000 and over ...	4		23.91	23.91	4		24.57	24.57
\$500,000 to \$999,999 .	24		14.90	38.81	25		18.57	43.14
\$300,000 to \$499,999 .	35		17.75	56.56	48		18.29	61.43
\$200,000 to \$299,999 .	64		30.16	86.72	73		28.06	89.49
\$100,000 to \$199,999 .	186		10.60	97.32	190		7.84	97.33
\$50,000 to \$99,999 .	123		1.88	99.20	99		2.02	99.35
\$30,000 to \$49,999 .	44		0.58	99.78	50		0.45	99.80
\$20,000 to \$29,999 .	20		0.17	99.95	17		0.16	99.96
\$10,000 to \$19,999 .	10		0.05	100.00	9			
\$5,000 to \$9,999 .	5		-	-	5			
Less than \$5,000 .	-		-	-	1		0.04	100.00

LIST OF VARIETY STORE CHAINS IN CANADA

1945

Beamish, The R.A. Stores Co.,	703 Bank Street,	Ottawa, Ontario.
Chainway Stores, Ltd.,	Fleet & Bathurst Sts.,	Toronto, Ont.
Federal 5 cent to \$1.00 Stores Ltd.,	1181 St. Catherine St., W.,	Montreal, P.Q.
Grigg, The Co.,		Orangeville, Ont.
Kirby's 5-10-15 cent to \$1.00 Stores,		
Ltd.,	35 Main Street	Weston, Ont.
Kresge, S.S. Co., Ltd.,	Room 1300,	
	507 Place d'Armes,	Montreal, P.Q.
La Cie, J.D.T. Ltée.,	373 rue St. Paul, O.,	Montreal, P.Q.
McCool, A.W.,	1606-1608 Gerrard St.,	Toronto, Ont.
Metropolitan Stores, Ltd.,	136 Dundas St.,	London, Ont.
Mirwin's Stores, Ltd.,	James Street,	Wallaceburg, Ont.
Osborne's 5 cent to \$1.00 Stores,	3216 Yonge St.,	Toronto, Ont.
People's 5-10-15 cent to \$1.00 Stores,		
Ltd.,	1372 St. Catherines St.,	
	W.,	Montreal, P.Q.
The Regent 5 cent to \$1.00 Stores, Ltd.,	319 Notre Dame St., E.,	Montreal, P.Q.
Rossy, S. Inc.,	3979 Ontario St., E.,	Montreal, P.Q.
Stedman Bros., Ltd.,	27 Wellington St.,	Toronto, Ont.
United 5 cent to \$1.00 Stores of Canada,		
Ltd.,	3791 Notre Dame St., W.,	Montreal, P.Q.
Variety 5 cent to \$1.00 Stores, Ltd.,	4505 Papineau Ave.,	Montreal, P.Q.
Woolworth, F.W. Co., Ltd.,	357 Bay Street,	Toronto, Ont.
Zeller's, Ltd.,	1253 McGill College Ave.,	Montreal, P.Q.



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MERCHANDISING FILE 'V'  
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UNIVERSITY OF TORONTO

Published by Authority of the Hon. James A. MacKINNON, M.P.,  
Minister of Trade and Commerce

**CANADA**  
**DOMINION BUREAU OF STATISTICS**  
**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**

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**VARIETY STORE CHAINS**  
**IN**  
**CANADA**  
**1946**

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OTTAWA  
1947

Price 25 Cents





DOMINION BUREAU OF STATISTICS

Dominion Statistician:

Director, Division of Census of Industry and Merchandising:

Acting Chief, Merchandising and Services Statistics:

Series 1946

Herbert Marshall

W. H. Losee

C. H. McDonald

16 - 1080

No. 3

VARIETY STORE CHAINS, 1946

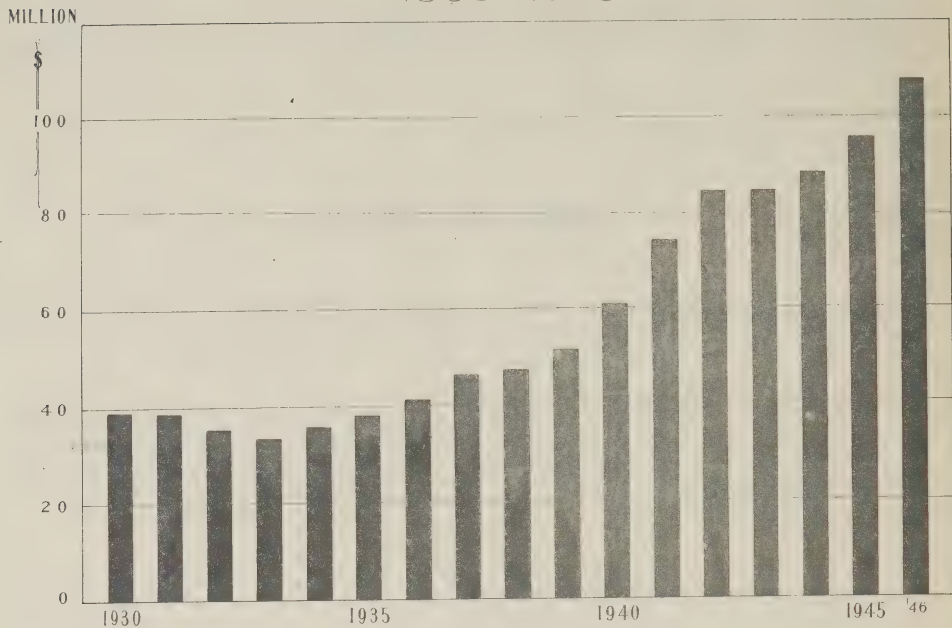
In 1946, 19 variety store chains operated 523 stores in Canada, with sales of \$107,586,200, an increase of 12.1 per cent above the volume of business transacted by the same chains through 521 stores in 1945.

Salaries and wages paid to store employees rose from \$11,505,200 in 1945 to \$12,745,500. Stocks on hand at the end of the year at cost value amounted to \$13,328,400 comprised of store inventories to the value of \$10,984,100, and warehouse inventories of \$2,344,300. The value of stock on hand at the end of the previous year was \$10,764,600.

All cities of over 30,000 population except Windsor, Ontario and Halifax, Nova Scotia reported greater sales in 1946 than in the previous year. The decline in sales in Windsor reflects the decrease in the number of stores resulting from loss by fire. All provinces reported increased sales in 1946 compared with 1945, the gains ranging from 18.1 per cent in Manitoba to 0.3 per cent in Nova Scotia.

The movement to larger sized stores is evident in table 4 where it is shown that stores with annual sales of \$100,000 or over accounted for 91.57 per cent of total variety chain sales as compared to 89.49 per cent in 1945.

# VARIETY CHAIN STORES RETAIL SALES 1930 - 1946



## STORE AND WAREHOUSE STOCKS 1934 - 1946

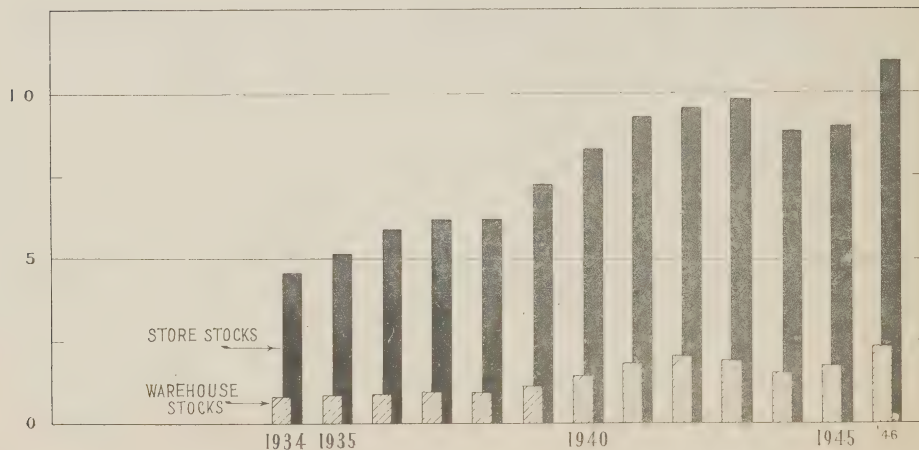


Table 1:--Summary of Variety Chain Stores, 1930 - 1946

Year	Number of Chains	Number of Stores		Retail Sales	Salaries and Wages to Store Employees	Stocks on Hand End of Year	
		Maximum	Average(1)			Stores	Warehouses
				\$	\$	\$	\$
1930 ...	15	327	313	39,383,600	4,179,300	5,274,900	(a)
1931 ...	14	340	329	38,906,700	(a)	(a)	(a)
1932 ...	14	348	339	35,474,800	(a)	(a)	(a)
1933 ...	14	356	348	33,348,600	4,032,400	4,796,600	(a)
1934 ...	14	372	360	35,646,500	3,908,100	4,507,800	617,100
1935 ...	14	390	377	37,914,000	4,889,300	5,184,800	861,300
1936 ...	14	414	396	41,422,100	5,331,300	5,880,900	898,800
1937 ...	14	437	422	46,323,400	5,832,000	6,234,100	946,900
1938 ...	16	468	446	47,256,700	6,170,100	6,243,600	922,900
1939 ...	16	489	474	51,416,000	6,594,500	<del>7,285,400</del>	1,130,900
1940 ...	16	504	491	60,718,600	7,453,900	8,354,100	1,425,500
1941 ...	20	532	525	74,179,100	8,568,700	9,334,600	1,806,100
1942 ...	19	523	521	84,319,200	9,859,800	9,584,900	2,027,200
1943 ...	19	521	520	84,366,200	10,275,700	9,836,500	1,919,400
1944 ...	18	515	514	88,568,800	10,737,600	8,885,500	1,511,500
1945 ...	19	521	515	95,998,200	11,505,200	9,008,400	1,756,200
1946 ...	19	523	515	107,586,200	12,745,500	10,984,100	2,344,300

(a) Not available.

(1) Obtained by averaging the number at beginning, middle and end of year.

Table 2.--Variety Chain Stores and Sales by Provinces and Principal Cities,  
1945 and 1946

	Number of Stores (Maximum)		Value of Sales (Retail)		Per cent change in sales 1945-1946
	1945	1946	1 9 4 5	1 9 4 6	
			\$	\$	
CANADA, Total .....	521	523	95,998,200	107,586,200	+12.1
Places 30,000 and over ...	223	221	61,510,300	66,728,900	+11.7
Places under 30,000 .....	298	302	34,487,900	38,857,300	+12.7
British Columbia ...	23	23	5,116,400	5,950,700	+16.3
Places 30,000 and over ...	12	12	3,633,100	4,173,500	+14.9
Vancouver .....	9	9	2,607,900	3,025,300	+16.0
Victoria .....	3	3	1,025,200	1,148,200	+12.0
Places under 30,000 .....	11	11	1,483,300	1,777,200	+19.8
Alberta .....	13	14	4,274,700	4,860,800	+13.7
Places 30,000 and over ...	7	7	3,339,100	3,764,500	+12.7
Calgary .....	3	3	1,238,600	1,420,900	+14.7
Edmonton .....	4	4	2,100,500	2,343,600	+11.6
Places under 30,000 .....	6	7	935,600	1,096,300	+17.2
Saskatchewan .....	17	18	3,409,400	3,906,700	+14.6
Places 30,000 and over ...	6	6	1,899,900	2,153,000	+13.3
Regina .....	3	3	1,064,200	1,206,300	+13.4
Saskatoon .....	3	3	835,700	946,700	+13.3
Places under 30,000 .....	11	12	1,509,500	1,753,700	+16.2
Manitoba .....	15	15	3,413,700	4,031,500	+18.1
Places over 30,000 .....	6	6	2,545,600	3,082,600	+21.1
Winnipeg .....	6	6	2,545,600	3,082,600	+21.1
Places under 30,000 .....	9	9	868,100	948,900	+ 9.3
Ontario .....	275	276	42,795,800	47,599,600	+11.2
Places over 30,000 .....	108	107	25,919,900	28,341,100	+ 9.3
Brantford .....	4	4	952,300	1,077,000	+13.1
Fort William .....	4	4	732,500	819,100	+11.8
Hamilton .....	9	9	3,234,800	3,547,100	+ 9.7
Kingston .....	4	4	1,060,700	1,134,000	+ 6.9
Kitchener .....	5	5	1,112,300	1,252,100	+12.6
London .....	4	4	1,785,500	1,985,500	+11.2
Ottawa .....	13	13	4,367,200	4,768,200	+ 9.2
St. Catharines .....	4	4	1,158,100	1,283,000	+10.8
Sudbury .....	3	3	998,300	1,167,900	+17.0
Toronto .....	53	53	8,522,400	9,547,400	+11.9
Windsor .....	5	4	1,989,800	1,759,800	-11.6
Places under 30,000 .....	167	169	16,875,900	19,258,500	+14.1

Table 2.--Variety Chain Stores and Sales by Provinces and Principal Cities,  
1945 and 1946 (Concluded)

	Number of Stores (Maximum)		Value of Sales (Retail)		Per cent change in sales 1945-1946
	1945	1946	1 9 4 5	1 9 4 6	
			\$	\$	
Quebec .....	123	122	24,472,800	28,228,300	+15.3
Places over 30,000 .....	75	74	19,058,500	22,122,000	+16.1
Hull .....	3	3	343,000	383,700	+11.9
Montreal .....	47	45	10,994,100	12,456,700	+13.3
Quebec .....	12	13	4,618,500	5,676,600	+22.9
Sherbrooke .....	4	4	1,303,600	1,543,300	+18.4
Three Rivers .....	5	5	1,195,300	1,387,500	+16.1
Verdun .....	4	4	604,000	674,200	+11.6
Places under 30,000 .....	48	48	5,414,300	6,106,300	+12.8
Maritime Provinces .	55	55	12,515,400	13,008,600	+ 3.9
Places over 30,000 .....	9	9	5,114,200	5,092,200	- 0.4
Saint John .....	4	4	1,759,300	1,847,200	+ 5.0
Halifax .....	5	5	3,354,900	3,245,000	- 3.3
Places under 30,000 .....	46	46	7,401,200	7,916,400	+ 7.0



Table 3.--Variety Chains, Maximum Number of Stores and Sales by Provinces  
1930 and 1944-1946

	1 9 3 0	1 9 4 4	1 9 4 5	1 9 4 6	per cent change in sales 1945-1946
Canada, Total - Chains	15	18	19	19	
Stores	327	515	521	523	
Sales	\$39,383,600	\$88,568,800	\$95,998,200	\$107,586,200	+12.1
British Columbia-Chains	3	3	4	4	
Stores	21	22	23	23	
Sales	\$ 2,769,700	\$ 4,672,900	\$ 5,116,400	\$ 5,950,700	+16.3
Alberta - Chains	3	5	5	5	
Stores	8	13	13	14	
Sales	\$ 1,708,900	\$ 4,110,000	\$ 4,274,700	\$ 4,860,800	+13.7
Saskatchewan - Chains	3	3	3	3	
Stores	12	17	17	18	
Sales	\$ 1,713,800	\$ 3,206,400	\$ 3,409,400	\$ 3,906,700	+14.6
Manitoba - Chains	4	5	5	5	
Stores	9	15	15	15	
Sales	\$ 1,434,800	\$ 3,275,900	\$ 3,413,700	\$ 4,031,500	+18.1
Ontario - Chains	9	15	16	16	
Stores	152	268	275	276	
Sales	\$18,406,300	\$38,741,000	\$42,795,800	\$ 47,599,600	+11.2
Quebec - Chains	11	13	13	13	
Stores	101	125	123	122	
Sales	\$ 9,949,700	\$22,649,400	\$24,472,800	\$ 28,228,300	+15.3
New Brunswick-Chains	3	6	6	6	
Stores	6	20	20	20	
Sales	(x)	\$ 4,100,500	\$ 4,379,200	4,799,100	+ 9.6
Nova Scotia - Chains	2	5	5	5	
Stores	16	32	32	32	
Sales	(x)	\$ 7,266,700	\$ 7,552,600	\$ 7,579,000	+ 0.3
Prince Edward Island - Chains	2	3	3	3	
Stores	2	3	3	3	
Sales	(x)	\$ 526,000	\$ 577,600	\$ 630,500	+ 9.2

(x) Indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Table 4.--Variety Chain Units Classified According to Amount of Annual Sales, 1945 and 1946

Size of Business	1 9 4 5				1 9 4 6			
	Number of stores	Value of sales	Per cent of total sales	Cumulative per cent	Number of stores	Value of sales	Per cent of total sales	Cumulative per cent
CANADA, Total ....	521	\$ 95,998,200	100.00	-	523	\$ 107,586,200	100.00	-
Chain units having sales of:--								
\$1,000,000 and over .....	4	) 23,588,900	24.57	24.57	6	9,225,900	8.58	8.58
\$500,000 to \$999,999 ..	25	) 17,830,900	18.57	43.14	28	19,834,200	18.44	27.02
\$300,000 to \$499,999 ..	48	17,556,000	18.29	61.43	61	23,078,600	21.45	48.47
\$200,000 to \$299,999 ..	73	26,933,400	28.06	89.49	83	19,981,100	18.57	67.04
\$100,000 to \$199,999 ..	190	7,523,900	7.84	97.33	183	26,391,800	24.53	91.57
\$50,000 to \$99,999 ..	99	1,937,700	2.02	99.35	88	6,652,200	6.18	97.75
\$30,000 to \$49,999 ..	50	432,400	0.45	99.80	47	1,895,200	1.76	99.51
\$20,000 to \$29,999 ..	17	151,500	0.16	99.96	14	360,100	.33	99.84
\$10,000 to \$19,999 ..	9	)			9	136,200	.13	99.97
\$5,000 to \$9,999 ..	5	) 43,500	0.04	100.00	4	30,900	.03	100.00
Less than \$ 5,000 ..	1	)			-	-	-	-

LIST OF VARIETY STORE CHAINS IN CANADA

1946

Beamish Stores Co. Ltd., R. A.	703 Bank Street,	Ottawa, Ontario.
Chainway Stores Ltd.	Fleet & Bathurst Sts.	Toronto, Ont.
Federal 5 cent to \$1.00 Stores Ltd.	1181 St. Catherine St. W.,	Montreal, P.Q.
Grigg Co., The		Orangeville, Ont.
Kirby's 5-10-15 cent to \$1.00 Stores Ltd.		
Kresge Co. Ltd., S. S.	35 Main Street, N.,	Weston, Ont.
	Room 1300,	
	507 Place d'Armes,	Montreal, P.Q.
La Cie J.D.F. Ltée,	373 rue St. Paul, O.,	Montreal, P.Q.
McCool, A.W.	360 Oakwood Ave.	Toronto, Ont.
Metropolitan Stores Ltd.	136 Dundas St.,	London, Ont.
Mirwin's Stores Ltd.	James Street,	Wallaceburg, Ont.
Osborne's 5 cent to \$1.00 Stores	3216 Yonge St.	Toronto, Ont.
People's 5-10-15 cent to \$1.00 Stores Ltd.		
Regent 5 cent to \$1.00 Stores Ltd. The	1372 St. Catherine St. W.	Montreal, P.Q.
Rosby Inc., S.	319 Notre Dame St. E.,	Montreal, P.Q.
Stedman Bros. Ltd.	3979 Ontario St. E.,	Montreal, P.Q.
United 5 cent to \$1.00 Stores of Canada Ltd.	27 Wellington St. W.,	Toronto, Ont.
Variety 5 cent to \$1.00 Stores Ltd.	3791 Notre Dame St. W.,	Montreal, P.Q.
Woolworth Co. Ltd., F. W.	4505 Papineau Ave.	Montreal, P.Q.
Zeller's Ltd.	357 Bay Street,	Toronto, Ont.
	1253 McGill College Ave.	Montreal, P.Q.

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**DOMINION BUREAU OF STATISTICS**

**MERCHANDISING AND SERVICES STATISTICS**

**OTTAWA, CANADA**

POLITICAL ECONOMY

DEPT. OF  
POLITICAL ECONOMY

**VARIETY STORE CHAINS  
IN CANADA**

**1947**





DOMINION BUREAU OF STATISTICS  
MERCHANDISING AND SERVICES STATISTICS  
OTTAWA

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VARIETY STORE CHAINS, 1947

In 1947, eighteen variety store chains transacted retail business to the extent of \$117,925,300 through 536 stores. This represented an increase in dollar volume of 9.6 per cent from 1946.

Salaries paid to store employees rose 10.4 per cent from the 1946 level to \$14,069,300. Store inventories showed a gain of 14.1 per cent over the previous year, amounting to \$12,528,200 while warehouse stocks declined slightly to \$2,302,800. Store inventories, as a percentage of net sales, dropped from 12.6 per cent in 1941 to 9.4 in 1945 but have increased to 10.2 and 10.6 per cent in the last two years. (Table 1).

Variety stores located in places of less than 30,000 population registered greater gains in net sales from 1946 than did those situated in cities over 30,000. With two exceptions, gains were made in all localities. In the various provinces, sales increased in dollar volume from 13.2 per cent in New Brunswick to 0.2 per cent in Nova Scotia with Prince Edward Island showing a decline of 0.9 per cent. (Tables 2 and 3).

Since 1946 the increase in individual store sales has resulted in an upward movement of the larger size classes. Where, in 1946, 95 stores were in the brackets over \$300,000 annual sales, 111 stores fell into that size interval in 1947, accounting for 53 per cent of net sales. A complementary trend of fewer stores with a smaller proportion of sales occurred in the size groups under \$300,000 sales.

The trend of net sales, salaries, store and warehouse stocks are shown in the Chart on page 2 in index form with the 1935-1939 average as 100.0%.

# VARIETY CHAINS IN CANADA TOTAL SALES, SALARIES, STORE AND WAREHOUSE STOCKS

1930 - 1947

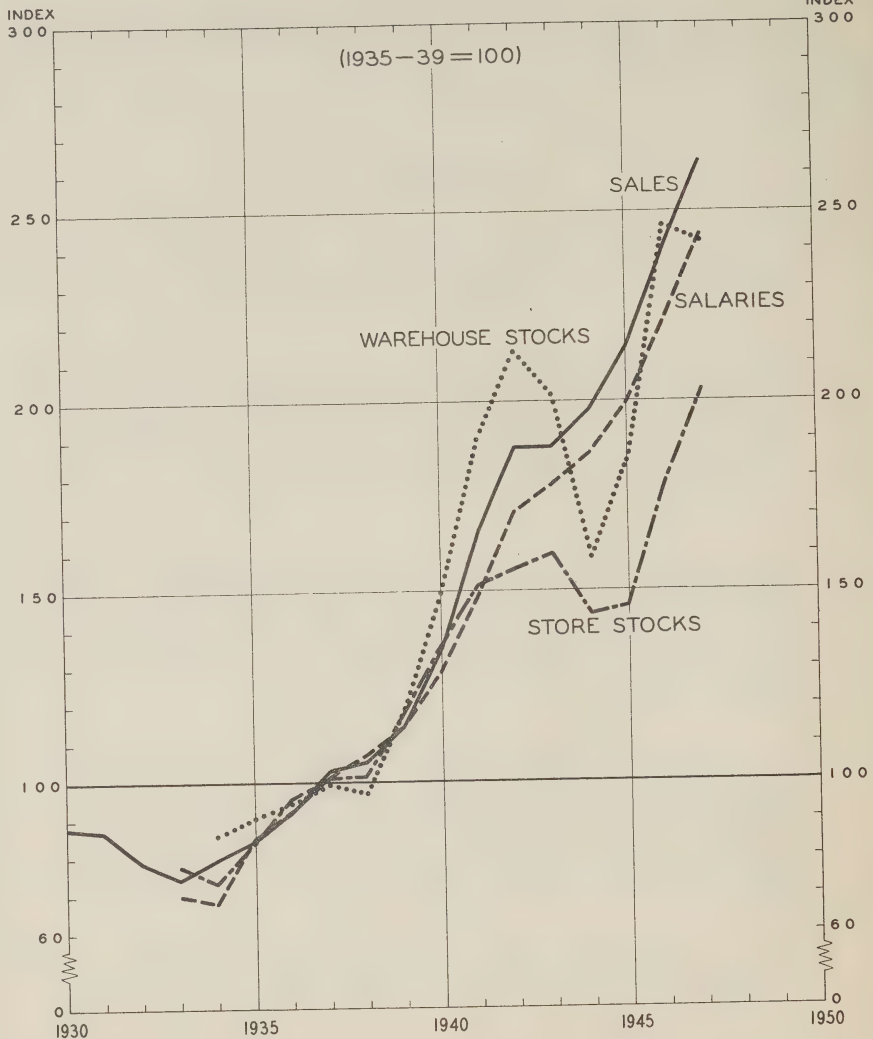


Table 1.--Summary of Variety Chain Stores, 1930 - 1947

Year	Number of Chains	Number of Stores		Retail Sales	Salaries and Wages to Store Employees	Stocks on Hand End of Year	
		Maximum	Average(1)			Stores	Warehouses
				\$	\$	\$	\$
1930 ...	15	327	313	39,383,600	4,179,300	5,274,900	(a)
1931 ...	14	340	329	38,906,700	(a)	(a)	(a)
1932 ...	14	348	339	35,474,800	(a)	(a)	(a)
1933 ...	14	356	348	33,348,600	4,032,400	4,796,600	(a)
1934 ...	14	372	360	35,646,500	3,908,100	4,507,800	817,100
1935 ...	14	390	377	37,914,000	4,889,300	5,184,800	861,300
1936 ...	14	414	396	41,422,100	5,331,300	5,880,900	898,800
1937 ...	14	437	422	46,323,400	5,832,000	6,234,100	946,900
1938 ...	16	468	446	47,256,700	6,170,100	6,243,600	922,900
1939 ...	16	489	474	51,416,000	6,594,500	7,285,400	1,130,900
1940 ...	16	504	491	60,718,600	7,453,900	8,354,100	1,425,500
1941 ...	20	532	525	74,179,100	8,568,700	9,334,600	1,806,100
1942 ...	19	523	521	84,319,200	9,859,800	9,584,900	2,027,200
1943 ...	19	521	520	84,366,200	10,275,700	9,836,500	1,919,400
1944 ...	18	515	514	88,568,800	10,737,600	8,885,500	1,511,500
1945 ...	19	521	515	95,998,200	11,505,200	9,008,400	1,756,200
1946 ...	19	523	515	107,586,200	12,745,500	10,984,100	2,344,300
1947 ...	18	536	517	117,925,300	14,069,300	12,528,200	2,302,800

(a) Not available.

(1) Obtained by averaging the number at beginning, middle and end of year.



Table 2. - Variety Chain Stores and Sales by Provinces and Principal Cities,  
1946 and 1947

	Number of Stores (Maximum)		Value of Sales (Retail)		Per cent change in sales 1946-1947
	1946	1947	1 9 4 6	1 9 4 7	
			\$	\$	
CANADA, Total .....	523	536	107,586,200	117,925,300	+ 9.6
Places 30,000 and over ....	226	223	69,863,100	75,037,800	+ 7.4
Places under 30,000 .....	297	313	37,723,100	42,887,500	+13.7
British Columbia ....	23	25	5,950,700	6,422,600	+ 7.9
Places 30,000 and over ....	12	12	4,173,500	4,331,800	+ 3.8
Vancouver .....	9	9	3,025,300	3,160,100	+ 4.5
Victoria .....	3	3	1,148,200	1,171,700	+ 2.0
Places under 30,000 .....	11	13	1,777,200	2,090,800	+17.6
Alberta .....	14	14	4,860,800	5,098,500	+ 4.9
Places 30,000 and over ....	7	7	3,764,500	3,913,700	+ 4.0
Calgary .....	3	3	1,420,900	1,497,800	+ 5.4
Edmonton .....	4	4	2,343,600	2,415,900	+ 3.1
Places under 30,000 .....	7	7	1,096,300	1,184,800	+ 8.1
Saskatchewan .....	18	18	3,906,700	4,227,800	+ 8.2
Places 30,000 and over ....	6	6	2,153,000	2,376,800	+10.4
Regina .....	3	3	1,206,300	1,359,900	+12.7
Saskatoon .....	3	3	946,700	1,016,900	+ 7.4
Places under 30,000 .....	12	12	1,753,700	1,851,000	+ 5.5
Manitoba .....	15	14	4,031,500	4,113,000	+ 2.0
Places over 30,000 .....					
Winnipeg .....	6	6	3,062,600	3,097,200	+ 0.5
Places under 30,000 .....	9	8	946,900	1,015,800	+ 7.1
Ontario .....	276	286	47,599,600	52,607,500	+10.5
Places over 30,000 .....	112	109	29,475,500	31,714,500	+ 7.6
Brantford .....	4	4	1,077,000	1,186,000	+10.1
Fort William .....	4	4	819,100	896,000	+ 9.4
Hamilton .....	9	9	3,547,100	3,694,100	+ 4.1
Kingston .....	4	5	1,134,000	1,450,500	+27.9
Kitchener .....	5	5	1,252,100	1,430,600	+14.3
London .....	4	4	1,985,500	2,096,400	+ 5.6
Ottawa .....	13	13	4,768,200	4,775,400	+ 0.2
Peterborough .....	5	5	1,134,200	1,311,000	+15.6
St. Catharines .....	4	4	1,283,000	1,552,500	+21.0
Sudbury .....	3	3	(x)	(x)	(x)
Toronto .....	53	49	9,547,400	10,120,400	+ 6.0
Windsor .....	4	4	(x)	(x)	(x)
Places under 30,000 .....	164	177	18,124,300	20,893,000	+15.3

Table 2.--Variety Chain Stores and Sales by Provinces and Principal Cities,  
1946 and 1947 (Concluded)

	Number of Stores (Maximum)		Value of Sales (Retail)		Per cent change in sales 1946-1947
	1946	1947	1 9 4 6	1 9 4 7	
			\$	\$	
Quebec .....	122	123	28,228,300	31,801,400	+12.7
Places over 30,000 .....	74	74	22,122,000	24,449,200	+10.5
Hull .....	3	3	383,700	419,600	+ 9.4
Montreal .....	45	45	12,456,700	13,747,700	+10.4
Quebec .....	13	13	5,676,600	6,199,900	+ 9.2
Sherbrooke .....	4	4	1,543,300	1,740,200	+12.8
Three Rivers .....	5	5	1,387,500	1,755,900	+26.6
Verdun .....	4	4	674,200	585,900	-13.1
Places under 30,000 .....	48	49	6,106,300	7,352,200	+20.4
Maritime Provinces ..	55	56	13,008,600	13,654,500	+ 5.0
Places over 30,000 .....	9	9	5,092,200	5,154,600	+ 1.2
Saint John .....	4	4	1,847,200	1,968,400	+ 6.6
Halifax .....	5	5	3,245,000	3,186,200	- 1.8
Places under 30,000 .....	46	47	7,916,400	8,499,900	+ 7.4

(x) Indicates that figures are withheld to avoid disclosing individual operations,  
but these are included in the totals.

Table 3.-Variety Chains, Maximum Number of Stores and Sales by Provinces,  
1930 and 1945-1947

	1930	1945	1946	1947	Per cent change in sales 1946-1947
Canada, Total - Chains	15	19	19	18	
Stores	327	521	523	536	
Sales	\$39,383,600	\$95,998,200	\$107,586,200	\$117,925,300	+ 9.6
British Columbia - Chains	3	4	4	4	
Stores	21	23	23	25	
Sales	\$ 2,769,700	\$ 5,116,400	\$ 5,950,700	\$ 6,422,600	+ 7.9
Alberta - Chains	3	5	5	5	
Stores	8	13	14	14	
Sales	\$ 1,708,900	\$ 4,274,700	\$ 4,860,800	\$ 5,098,500	+ 4.9
Saskatchewan - Chains	3	3	3	3	
Stores	12	17	18	18	
Sales	\$ 1,713,800	\$ 3,409,400	\$ 3,906,700	\$ 4,227,800	+ 8.2
Manitoba - Chains	4	5	5	5	
Stores	9	15	15	14	
Sales	\$ 1,434,800	\$ 3,413,700	\$ 4,031,500	\$ 4,113,000	+ 2.0
Ontario - Chains	9	16	16	15	
Stores	152	275	276	286	
Sales	\$18,408,300	\$42,795,800	\$ 47,599,600	\$ 52,607,500	+10.5
Quebec - Chains	11	13	13	13	
Stores	101	123	122	123	
Sales	\$ 9,949,700	\$24,472,800	\$ 28,228,300	\$ 31,801,400	+12.7
New Brunswick - Chains	3	6	6	6	
Stores	6	20	20	21	
Sales	(x)	\$ 4,379,200	\$ 4,799,100	\$ 5,434,300	+13.2
Nova Scotia - Chains	2	5	5	5	
Stores	16	32	32	32	
Sales	(x)	\$ 7,558,600	\$ 7,579,000	\$ 7,595,600	+ 0.2
Prince Edward Island - Chains	2	3	3	3	
Stores	2	3	3	3	
Sales	(x)	\$ 577,600	\$ 630,500	\$ 624,600	- 0.9

(x) Indicates that figures are withheld to avoid disclosing individual operations,  
but these are included in the totals.

Table 4.--Variety Chain Units Classified According to Amount of Annual Sales, 1946 and 1947

Size of Business	1 9 4 6				1 9 4 7			
	Number of stores	Value of sales	Per cent of total sales	Cumulative per cent	Number of stores	Value of sales	Per cent of total sales	Cumulative per cent
CANADA, Total ....	523	\$ 107,586,200	100.00	-	536	\$ 117,925,300	100.00	-
Chain units having sales of:--								
\$1,000,000 and over .....	6	9,225,900	8.58	8.58	7	11,189,800	9.48	9.48
\$500,000 to \$999,999 ..	28	19,834,200	18.44	27.02	35	24,798,400	21.03	30.51
\$300,000 to \$499,999 ..	61	23,078,600	21.45	48.47	69	26,075,100	22.11	52.62
\$200,000 to \$299,999 ..	83	19,981,100	18.57	67.04	83	20,048,500	17.01	69.63
\$100,000 to \$199,999 ..	183	26,391,800	24.53	91.57	174	26,138,700	22.16	91.79
\$50,000 to \$99,999 ..	88	6,652,200	6.18	97.75	97	7,378,500	6.26	98.05
\$30,000 to \$49,999 ..	47	1,895,200	1.76	99.51	43	1,596,100	1.44	99.49
\$20,000 to \$29,999 ..	14	360,100	.33	99.84	19	456,000	.39	99.88
\$10,000 to \$19,999 ..	9	136,200	.13	99.97	9	144,200	.12	100.00
Less than \$10,000 ..	4	30,900	.03	100.00	-	-	-	-

LIST OF VARIETY STORE CHAINS IN CANADA

1947

Beamish Stores Co. Ltd., R. A.	703 Bank Street,	Ottawa, Ontario.
Chainway Stores Ltd.	Fleet & Bathurst Sts.	Toronto, Ont.
Federal 5 cent to \$1.00 Stores Ltd.	1181 St. Catherine St. W.,	Montreal, P.Q.
Grigg Co., The		Orangeville, Ont.
Kirby's 5-10-15 cent to \$1.00 Stores Ltd.		
Kresge Co. Ltd., S. S.	35 Main Street, N.,	Weston, Ont.
	Room 1300	
	507 Place d'Armes,	Montreal, P.Q.
La Cie J.D.P. Ltée,	373 rue St. Paul, O.,	Montreal, P.Q.
Metropolitan Stores Ltd.	136 Dundas St.	London, Ont.
Mirwin's Stores Ltd.	James Street,	Wallaceburg, Ont.
Osborne's 5 cent to \$1.00 Stores	3216 Yonge St.	Toronto, Ont.
People's 5-10-15 cent to \$1.00 Stores Ltd.		
Regent 5 cent to \$1.00 Stores Ltd. The	1372 St. Catherine St. W.,	Montreal, P.Q.
Rosy Inc., S.	319 Notre Dame St. E.,	Montreal, P.Q.
Stedman Bros. Ltd.	3979 Ontario St. E.,	Montreal, P.Q.
United 5 cent to \$1.00 Stores of Canada Ltd.	27 Wellington St. W.,	Toronto, Ont.
Variety 5 cent to \$1.00 Stores Ltd.	3791 Notre Dame St. W.,	Montreal, P.Q.
Woolworth Co. Ltd., F. W.	4505 Papineau Ave.	Montreal, P.Q.
Zeller's Ltd.	357 Bay Street,	Toronto, Ont.
	1253 McGill College Ave.	Montreal, P.Q.















